

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 1, 1962

NBC-AFFILIATED TV STATIONS THROUGHOUT U.S. CAN AND DO
EXERCISE "VETO POWER" OVER NETWORK'S PROGRAMS,
THOMAS E. KNODE SAYS AT FCC HEARING

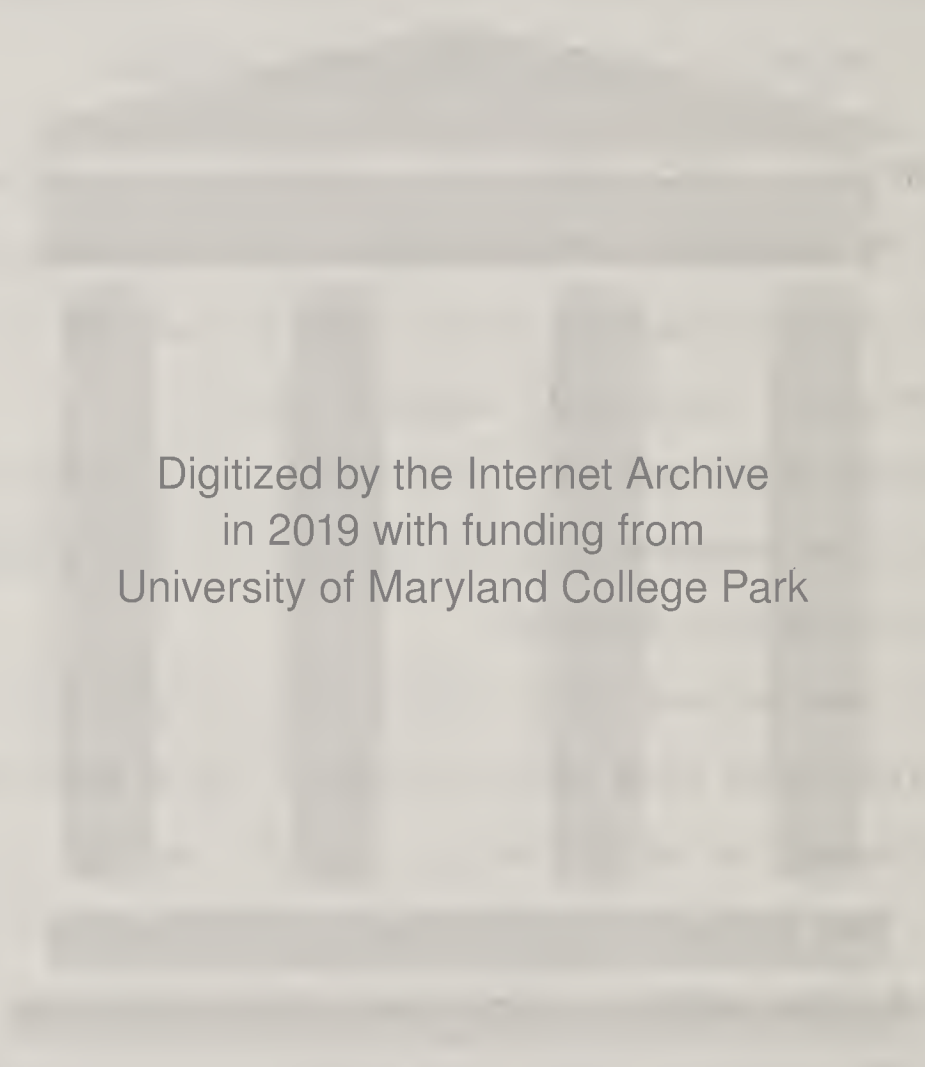
WASHINGTON -- NBC-affiliated television stations around the country can and do exercise a "veto power" over the network's programs, Thomas E. Knode, Vice President, Station Relations, NBC, told a Federal Communications Commission hearing today.

Mr. Knode said that 142 NBC-affiliated stations are currently rejecting one or more commercially sponsored evening programs offered them by the NBC Television Network.

"Their reasons may vary widely," Mr. Knode said. "They may have a program available from another source which they feel will give them greater audience, or more revenue, or will better fill a need of their schedule. But before turning down the NBC program and the compensation that goes with it, they must know enough about the program to lead them to the decision that they prefer not to carry it."

The NBC executive made the point in refuting the argument that affiliated stations, which as license holders are responsible for all they broadcast, carry everything offered them by the network and have no advance knowledge of the details of network programs they broadcast.

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He said that the stations, through close and frequent contacts with the network, have sufficient information to act with judgment in accepting or rejecting programs offered them.

"It is not necessary for them to have planned, developed or created a program in order to exercise such a judgment," he said. "They make these judgments every day on programs others have developed -- network programs, syndicated programs, feature movies."

The network is dependent for its success on affiliates' acceptance of the NBC programs, Mr. Knode said, and added, "The network must keep the stations informed about its programs and reasonably satisfy their program needs or it will find them exercising their veto power against these programs."

These two factors -- the station's veto power and the network's dependence on its affiliates -- "operate together in enabling stations to discharge their licensee responsibility in connection with the network programs they broadcast," he said.

"We feel our affiliates are kept well informed on the content of the schedule we offer, have ample opportunity to express their views and make their influence felt on the sort of program service they want from us, and in a very real sense, exercise a judgment in their acceptance of the NBC programs they carry," Mr. Knode said.

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NBC-2/1/62

February 1, 1962

NBC'S FOUR-PHASE REVIEW OF TELEVISION PROGRAMS BEFORE BROADCAST,
FOR COMPLIANCE WITH NETWORK'S STANDARDS OF TASTE,
IS OUTLINED BEFORE FCC BY CARL WATSON

WASHINGTON -- NBC reviews its television programs at four different stages of development to make certain that they meet the network's standards of taste, Carl Watson, NBC's Director of Broadcast Standards, told a Federal Communications Commission hearing today.

Mr. Watson outlined the procedures used by the NBC Broadcast Standards Department to review all programs in advance and to remove any objectionable material before they are aired on the NBC Television Network.

He said that the department starts its review as early as possible to anticipate and avoid anything questionable before production begins. In the case of a dramatic show, he said, one of the department's editors first obtains a story outline, notes any potential problems and brings them to the attention of the Program Department.

In the second stage of review, the editor studies the "shooting script" to be used in the performance, Mr. Watson said. The editor writes a report on the script, calling attention to any scene or language which might go beyond the bounds of acceptability and suggesting a method of treatment that would solve the problem, he said.

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The editor refers to the shooting-script report in the third stage of review, which is the screening of the film in its rough-cut version, Mr. Watson said. The editor checks the film, as initially edited, against his own report and suggests any additional changes which may be desirable.

A final review is made by screening the finished program in the form of the "answer print," which is developed from the duplicate negative of the film to be presented on the air.

"This review takes place for all kinds of programs -- whether filmed, taped or live," he said. "The procedure on taped programs is about the same as on film shows. On live shows, of course, our review has to end with the final rehearsal."

He pointed out that the review is also made regardless of whether the program is produced by NBC or furnished by independent film packagers or by advertisers.

The procedures for advertising material to be used on the network closely parallel those for program content, Mr. Watson said. "The two basic guidelines in this area of commercial presentation are taste in the subject matter and in the manner of presentation; and authenticity of advertising claims and demonstrations."

He said that NBC makes a "continuing effort, where good taste is concerned, to be protective without being prissy; to prevent offensiveness without unnecessarily curbing creativity or distorting a realistic view of the world around us -- in short, to be well mannered and to attempt to keep pace with the changing mores of American life itself."

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February 1, 1962

EDWARD DALTON COMPANY BUYS SPONSORSHIP IN SEVEN NIGHTTIME
AND FOUR DAYTIME PROGRAMS ON THE NBC-TELEVISION NETWORK

Edward Dalton Company, manufacturer of Metrecal, has purchased sponsorship in seven NBC-TV nighttime programs, including the award-winning "David Brinkley's Journal" and "Chet Huntley Reporting," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

In addition, the sponsor bought participations in four NBC-TV daytime programs, including the new drama series, "Our Five Daughters."

Mr. Durgin said that Edward Dalton's buy assures the company varied exposure five evenings a week on NBC-TV's successful nighttime schedule and extensive participation on television's leading daytime network.

Complementing its participating sponsorship of "David Brinkley's Journal" (Wednesdays, 10:30-11 p.m. EST) and "Chet Huntley Reporting" (Fridays, 10:30-11 p.m. EST), Edward Dalton ordered participation in "87th Precinct" (Mondays, 9-10 p.m. EST), "Laramie" (Tuesdays, 7:30-8:30 p.m. EST), "Cain's Hundred" (Tuesdays, 10-11 p.m. EST), "Robert Taylor's Detectives" (Fridays, 8:30-9:30 p.m. EST) and "Saturday Night at the Movies" (Saturdays, 9 p.m. EST to conclusion).

In addition to "Our Five Daughters" (3:30-4 p.m. EST), Edward Dalton bought into these other Monday-Friday shows: "Say When" (10 to 10:30 a.m. EST), "The Jan Murray Show" (2-2:25 p.m. EST) and "Make Room for Daddy" (4-4:30 p.m. EST).

The Edward Dalton order was placed through Kenyon & Eckhardt Inc.

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February 1, 1962

THREE NATIONAL ADVERTISERS MARK THEIR FIRST USE OF NETWORK TV

IN PURCHASES OF PARTICIPATIONS ON THE NBC 'TODAY' SHOW

- - -
Their Orders for Monday-Friday Series Total More Than \$1,000,000

Three national advertisers -- each in its first use of network television -- have purchased sponsorship totaling more than \$1,000,000 in NBC-TV's "Today" show, it was announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network.

The new sponsors in the "Today" show (Monday-Friday, 7-9 a.m. EST) are Aetna Insurance Company, Revere Copper & Brass Inc. (Revere Ware), and Fruit of the Loom Corp.

Mr. Storke said the participation of the three companies will begin immediately.

The Aetna Insurance order was placed through Remington Advertising, Springfield, Mass. The Revere Copper & Brass order was placed through Adams & Keyes Inc., and Fruit of the Loom through Kenyon & Eckhardt Inc.

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MONITOR

THE NBC WEEK-END RADIO SERVICE

February 1, 1962

AMERICAN MOTORS, FOR FIFTH YEAR, WILL SPONSOR 20 'MONITOR'
NEWSCASTS PER WEEKEND FOR 52-WEEK PERIOD

American Motors, for the fifth consecutive year, has purchased 20 newscasts per weekend for a 52-week period on NBC Radio's "Monitor," it was announced today by William Fairbanks, Vice President, Sales, NBC Radio Network.

Mr. Fairbanks said, "This is a gratifying indication of the confidence placed in the advertising power of NBC Radio's 'Monitor.' The fact that American Motors has renewed its sponsorship for another year -- its fifth -- is convincing evidence to us of the ability of network radio to move merchandise."

As previously announced, American Motors also has purchased complete sponsorship of the NBC Radio Network coverage of America's attempt to place an astronaut in orbit Tuesday, Feb. 13.

The American Motors orders were placed through Geyer, Morey, Madden & Ballard, Inc.

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February 1, 1962

SECRETARY RIBICOFF PRAISES NBC-TV'S "BATTLE OF NEWBURGH" BROADCAST
AS "MUCH-NEEDED PUBLIC SERVICE" IN TELEGRAM TO ROBERT E. KINTNER
Newburgh's Mayor Calls Program "Very Fine and Factual Report"

Abraham Ribicoff, Secretary of Health, Education and Welfare, yesterday (Jan. 31) hailed NBC-TV's presentation of "The Battle of Newburgh" as "a much-needed public service" and "a real contribution to our nation" in a telegram to Robert E. Kintner, President of the National Broadcasting Company.

Mr. Kintner also received a telegram from Mayor William D. Ryan of Newburgh, N. Y., acclaiming the program as a "fine actual and factual report of the Newburgh situation."

"The Battle of Newburgh" was presented as "NBC White Paper No. 9" Sunday, Jan. 28 (10-11 p.m. EST).

Following is the complete text of Secretary Ribicoff's telegram to Mr. Kintner:

"NBC and Irv Gitlin have performed a much-needed public service in their fine program, 'The Battle of Newburgh'. They have made a real contribution to our nation in giving us the human story of a most important problem. I commend this searching documentary which replaced welfare myths with facts and reality. Urge that you repeat the show to give every American the opportunity to see 'The Battle of Newburgh'."

(more)

Following is the complete text of Mayor Ryan's wire to
Mr. Kintner:

"Wish to congratulate NBC on White Paper No. 9, 'The Battle of Newburgh,' on very fine actual and factual report of the Newburgh situation.

"It was well done and much needed to counter the hoax that Mitchell perpetrated in this community and was uncovered on television.

"Mitchell's reference to chiselers on the relief rolls which have not been uncovered, the numbers game he, Mitchell, played with the community, the demagoguery, in connection with the whole welfare issue was clearly and truthfully exposed on this program. My mail running 5 to 2 in favor of program."

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NBC-New York, 2/1/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

February 1, 1962

NBC'S INTERNATIONAL ENTERPRISES DIVISION NAMES J. ROBERT MYERS
MANAGING DIRECTOR OF NEWLY FORMED FEDERAL NIGERIAN TV SERVICE

The National Broadcasting Company's International Enterprises Division has named J. Robert Myers as Managing Director of the newly formed Federal Nigerian Television Service. NBC International is the managing agent for the Nigerian Television Service.

The announcement of Mr. Myers' appointment was made by Richard L. Berman, Manager of Facilities for NBC International. He said Mr. Myers will assume his duties immediately in Lagos, capital of the Federation of Nigeria and will direct the efforts of 16 key technicians and administrators provided by NBC International. The Federal Nigerian Teleservice is expected to begin operations in early April.

NBC is the first U. S. broadcasting company to establish a long-term agreement with an African nation. Initial programming will be in the areas of education, news, public affairs and entertainment.

In a speech before the House of Representatives in Nigeria recently, the Hon. T.O.S. Benson, Federal Minister of Information, said, "We are going to have a first class television service...NBC International's record of cooperation with television organizations around the world is unmatched."

Mr. Myers joined NBC in 1936 as a statistician in the Financial Department. He later served as Budget Director and Controller of the company. From 1948 until 1957 he was Assistant to the Manager of

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2 - J. Robert Myers

the NBC Television Network. In 1957 Mr. Myers, on behalf of NBC International, became General Manager of Television West Wales in London, and served in that capacity until 1960. From that time until his present appointment, Mr. Myers served as NBC International's managing consultant to Radio-Television Caracas, Venezuela.

Mr. Myers is married and the father of two grown children. He is a graduate of Johns Hopkins University, Baltimore.

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NBC-New York, 2/1/62

NBC TELEVISION NETWORK NEWS

February 1, 1962

HUGH DOWNS SIGNS NEW LONG-TERM EXCLUSIVE CONTRACT WITH THE NATIONAL BROADCASTING COMPANY

Hugh Downs has signed a new long-term exclusive contract with the National Broadcasting Company, it was announced today by Mort Werner, Vice President, Programs, Television Network.

Under the terms of the new agreement, Downs will continue as star of NBC-TV's leading daytime game show "Concentration" (Mondays through Fridays, 11:30 a.m. to 12 noon, EST) and will continue in his regular role on the "Tonight" color broadcasts (Mondays through Fridays, 11:15 p.m.-1 a.m. EST).

One of television's busiest performers, Downs spends nearly 10 hours a week in front of cameras at NBC-TV. A native of Akron, Ohio, he began his career as a radio announcer there at the age of 17. Following his discharge from the Army in 1943, Downs became a staff announcer at WMAQ in Chicago, where he remained as disc jockey, interviewer and emcee for 11 years. He came to New York in 1954 to join the NBC-TV "Home" show as host. Additional credits include a season as announcer for "Caesar's Hour," and three and a half years as host of "Concentration." Downs joined the "Tonight" show in July 1957.

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NBC-TV NETWORK PROGRAM

FRANK SLINGLAND IS NAMED DIRECTOR OF "DAVID BRINKLEY'S JOURNAL"

Frank Slingland has been named director of "David Brinkley's Journal," NBC-TV color series Wednesdays (10:30 p.m. EST), it was announced today by William Monroe, Director, News, Washington.

Slingland joined NBC in 1946 as a page. He later became a film buyer, stage manager and assistant producer. After serving as an Air Force combat photographer in 1951 and 1952, he returned to NBC as a director.

He began directing NBC's "Meet the Press" in 1956 and still handles the program when it originates in Washington. Besides his duties on "David Brinkley's Journal," Slingland directs Brinkley's segments on the Monday-through-Friday "Huntley-Brinkley Report." During the 1960 Presidential election campaign, Slingland directed the second of the "Great Debates" on NBC-TV.

Slingland is 33, married to former actress Betty Richter. They live with their two children in Chevy Chase, Md.

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NBC-New York, 2/1/62

February 12, 1962

NEW AGREEMENT ASSURES THE NATION WILL 'SING ALONG WITH MITCH'
VIA NBC COLOR BROADCASTS THROUGH 1962-63 AND 1963-64 SEASONS

Mitch Miller and his award-winning "Sing Along with Mitch" color program will be seen on NBC-TV during the 1962-63 and 1963-64 seasons, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

Mr. Scott said the agreement negotiated with Mr. Miller and All America Features, his production company, will enable U. S. audiences to enjoy one of television's most popular and artistically successful programs for the next two years.

"Sing Along with Mitch" was first seen in May, 1960, as a single program in the "Ford Startime" series. The program was immediately acclaimed by viewers as well as critics. More than 12,000 letters praising the show were received by NBC-TV during the week following the broadcast.

From January through April, 1961, seven more "Sing Alongs" were televised. Audience reaction to these was reflected in the programs' consistent high ratings, and several major awards including the coveted "TV Guide Award," were presented to "Sing Along with Mitch" at the end of the season.

Mr. Miller was represented by the William Morris Agency in the negotiations with NBC.

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2 - "Sing Along with Mitch"

"Sing Along with Mitch," is now broadcast in color Thursdays, 10-11 p.m. EST.

Current national sponsors of "Sing Along with Mitch" are P. Ballantine & Son and R. J. Reynolds Tobacco Co., both through William Esty, and Buick Division of General Motors, through McCann-Erickson.

There are five regional sponsors of the program.

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NBC-New York, 2/12/62

NBC TRADE NEWS

February 12, 1962

NBC DEVELOPS SLOW-MOTION AND "FREEZE FRAME" TECHNIQUE
FOR THE TV COVERAGE OF ASTRONAUT GLENN'S ORBIT FLIGHT
AND WILL USE METHOD FOR OTHER NEWS AND SPECIAL EVENTS

The first use of a new slow-motion television system and its "freeze frame" function, developed by NBC to rebroadcast quality pictures at varying speeds, will be in operation for NBC News' coverage of the U. S. attempted orbital shot (expected Wednesday, Feb. 14), it was announced today by William F. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

The development, unlike other television slow-motion systems, features the presentation of a free flow of motion and enables extremely slow movement to be broadcast without "jerky" transition.

A major function of the system is a control which can reduce the rate of motion from normal (24 picture frames per second) to stop (one picture frame "frozen" on the TV screen -- or the so-called "freeze frame"). "Freeze frame" affords viewers a critical analysis of the climactic moment of any news and sports events selected for such program treatment.

Chet Hagan, producer of NBC News' coverage of the attempted orbital flight, has indicated he plans to use the new system for detailed examinations of the event, including rebroadcasts of the launch and the recovery. Hagan also indicated he hopes to utilize the "freeze frame" for comparative close-ups of astronaut John H. Glenn Jr. before and after his earth orbit.

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Edward Bertero, Project Engineer, developed the system under the supervision of James L. Wilson, Director, Engineering, National Broadcasting Company.

Mr. Wilson said the operation of the system follows the slow motion technique of motion pictures, which calls for filming at 48 picture frames per second. The system can be applied to live, tape or film broadcasts.

Mr. Wilson stated many possible uses of the system, with specific reference to the rebroadcasting of the pole-vault event in track and field sports. He said normal motion might be desired for the vaulter's running approach, one-half normal motion for his ascent, and a stop of motion -- "freeze frame" -- at the moment the vaulter crosses the bar. All these rates of motion, as well as all intermediate rates, are available with the NBC slow motion system, Mr. Wilson said.

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NBC-New York, 2/12/62

NBC TELEVISION NETWORK NEWS

February 12, 1962

KEY MEMBERS OF SPACE TEAM FOR GLENN'S ORBITAL ATTEMPT
TO BE INTERVIEWED DURING NBC-TV NETWORK'S
LIVE COVERAGE OF THE FLIGHT

Key members of the space team preparing for the orbital attempt of astronaut John H. Glenn Jr. will be interviewed during the NBC-TV Network's live coverage of the flight, expected Wednesday, Feb. 14.

The space experts will be interviewed by NBC News correspondents Roy Neal, Herb Kaplow and Peter Hackes at Cape Canaveral. NBC News will start its coverage at 6:30 a.m. EST, and is prepared to present continuous live coverage of the flight until Glenn returns to earth and is recovered. Among those to be interviewed while Glenn is in orbit:

Mortimer Rosenbaum, executive vice president of General Dynamics Astronautics, manufacturer of the Atlas missile which will serve as booster on the launching.

Bob Roach, an engineer with the Bell Aerospace System, which made the directional jets that control the attitude of the space capsule while in flight.

Rod Goetchius of the Western Electric Company, who headed the construction of the world-wide tracking system to be used on the orbital attempt.

Major General Leighton I. Davis, commander of the Atlantic missile range.

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NBC TELEVISION NETWORK NEWS

February 12, 1962

JACK PAAR PAYING A RETURN VISIT TO ENGLAND
- - -
He Will Tape Four of His NBC-TV Shows There
With a Guest Roster of Prominent Britons

Jack Paar will pay a return visit to England in March and tape four "Jack Paar Shows" there for his NBC-TV (11:15 p.m.-1 a.m. EST) broadcasts.

He will be host in London to such prominent English personalities as actor Robert Morley, journalist Malcolm Muggeridge, Michael Foote (member of Parliament) and Lord Boothby (who has been described as "England's Alexander King"). Additional guests for the London-originated shows will be announced later.

The programs, which will be taped in London March 11 through 14, will be broadcast in the United States Tuesday, March 13, through Friday, March 16. (NOTE: The four London originations will be in black and white only.)

The Monday, March 12 "Jack Paar Show" will consist of a "Best of Paar" repeat showing (in color), of a program originally seen earlier in the season.

The London tapings will be Paar's last remote originations before departing the program on March 30.

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NBC COLOR TELEVISION NEWS



ART LINKLETTER AND JOEY BISHOP TO BE FIRST TWO PROGRAM HOSTS
ON NBC-TV'S "TONIGHT" SHOW FOLLOWING DEPARTURE OF JACK PAAR

Art Linkletter and Joey Bishop, two of television's top personalities, will be the first two program hosts on NBC-TV's "Tonight" show (NBC-TV Network color broadcasts, Monday through Friday, 11:15 p.m. to 1 a.m. EST) following the departure of Jack Paar on March 30, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Linkletter will serve as host, Monday through Friday, for the weeks of April 2 and April 9 and Bishop, Monday through Friday, for the week of April 16.

For many years the stuntmaster of "People Are Funny," Linkletter is a 27-year veteran in showbusiness. In addition to a highly successful career in network radio and television, Linkletter recently won laurels as the author of "Kids Say the Darndest Things" and "The Secret World of Kids."

Bishop, star of his own NBC-TV situation comedy series "The Joey Bishop Show," became a familiar figure to television viewers after frequent appearances on "The Jack Paar Show," although he has been a well-established performer in nightclubs for several years. He also has appeared as a panelist on several TV shows, as a comedian on "The Dinah Shore Show" and as a dramatic actor in several motion pictures.

Jack Paar, as announced, is leaving the "Tonight" program to begin a weekly series of major prime-time color programs for NBC-TV next Fall.

-----o----- NBC-New York, 2/12/62



CAST, CREDITS AND STORY SUMMARY FOR NBC-TV COLOR
BROADCAST OF OPERA, 'THE LOVE OF THREE KINGS'

The NBC Opera Company will present a new production of Italo Montemezzi's opera, "The Love of Three Kings," in English, to be broadcast in color on NBC-TV Sunday, Feb. 25 (3 p.m. EST). The cast and credits are:

Cast

King Archibaldo.....Giorgio Tozzi, bass
Manfredo, his son.....Richard Torigi, baritone
Fiora, Manfredo's wife.....Phyllis Curtin, soprano
Prince Avito, Fiora's lover.....Frank Porretta, tenor
Flamminio, the King's servant...Nicholas di Virgilio, tenor

CONDUCTOR.....Alfred Wallenstein

* * *

Credits

PRODUCER:	SAMUEL CHOTZINOFF
DIRECTOR:	KIRK BROWNING
English translation:	Joseph Machlis
Original Libretto:	Sem Benelli
Designer:	Ed Wittstein
Costumes:	Lewis Brown
Associate conductor:	Frederick Popper
Makeup:	Bob O'Bradovich
Unit manager:	Scotty Connal
Lighting:	Alan Posage
Associate director:	Roger Wolf
NBC Press Representative:	Leonard Meyers

* * *

The Story

Act 1 -- Blind King Archibaldo, a conqueror from the North,

reminisces over his early days when he subdued this part of Italy, where his castle is located. As he is led away by his servant Flamminio, Prince Avito emerges from the room of Fiora, wife of Manfredo, Archibaldo's son. Avito had been her betrothed, and she still loves him despite her forced political marriage to Manfredo. A love scene is interrupted by the spying Archibaldo. Manfredo is returning from the wars, deeply in love with his wife.

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Act II -- Manfredo is called back to battle, and asks Flora to wave from the castle walls as long as she can see him. Avito, disguised, makes love to Flora, and she stops waving. Archibaldo detects them, but Avito escapes. When Flora refuses to identify her lover to the blind King, he strangles her. Manfredo returns to find out why Flora stopped waving, and his father reveals the truth.

Act III -- Flora, on a bier is mourned by her people. Avito comes in, kisses her lips, and is poisoned, because Archibaldo had put the poison there to try to catch her lover. He dies, and Manfredo sees this. He, too, loves Flora, and kisses her lips, and dies. Archibaldo is left alone to mourn.

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NBC-New York, 2/12/62

CREDITS FOR 'TO BREATHE FREE,' A PROFILE OF HONG KONG,
ON NBC-TV SUNDAY, FEB. 18 (4-4:30 P.M., EST)

Description: This profile of Hong Kong, filmed on location in color by the NBC Television religious programs unit in cooperation with the Southern Baptist Convention, is chiefly concerned with the tide of 1,000,000 refugees that has been flowing steadily south from Red China for the past 13 years. It portrays graphically the ministry of Chinese Baptists and American Baptist missionaries in education, health and rehabilitation among the vast refugee population. It also touches upon other major aspects of life in the British Crown Colony.

Narrator: Donald Davis

Executive Producer: Doris Ann

Written and
Directed by: Martin Hoade

Producer for
S.B.C.: Dr. Paul M. Stevens

Photographed by Joseph Vadala

Film Edited by Robert Loweree, Ben Schiller, Frank Constantino

Language Note: Chinese language dialogue in the program is "translated over" into English, though two familiar hymns ("He Leadeth Me" and "What a Friend We Have in Jesus") sung by congregations in Cantonese dialect are not.

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Sequence:

A key sequence occurs in the Hong Kong Baptist Clinic, which in the five years of its existence has ministered to 22,000 sick and afflicted without restriction to race, religion or ability to pay. Dr. Lewis Smith, missionary physician from Eatonton, Ga., is shown at work with Nurse Kwong Wan, his colleague, who is a refugee from Canton, and Ho Wai Ching, their patient.

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NBC-New York, 2/12/62

Journal of Management Inquiry 16(4)

HUGH DOWNS PLANS CARIBBEAN VACATION

Hugh Downs, host of NBC-TV's "Concentration" series (Mondays through Fridays, 11:30 a.m. to 12 noon EST) and announcer of NBC-TV's "Jack Paar Show" (Mondays through Fridays, in color, 11:15 p.m. to 1 a.m. EST), will start a two-week Caribbean vacation Feb. 17.

He and Mrs. Downs will fly to Antigua, in the British West Indies, where they will charter a 93-foot ketch and sail to Dominica, one of the Windward Islands. They will take about two days for the 100-nautical-mile trip.

"I'm taking my sextant along, and I'll do the navigating," says Hugh. "I hope we don't wind up in Ohio."

A visit to a friend's banana plantation in Dominica and skin-diving, Hugh's favorite sport, in the Caribbean Sea will fill more of the Downs' vacation time. They will return to New York March 4.

Jim Lucas, announcer on "Concentration," will emcee the show while Downs is away.

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NBC-New York, 2/9/62

"HERE'S HOLLYWOOD"--AND LONDON, PARIS AND ROME, TOO!

Overseas Interviews with Celebrities to Be Filmed for Series

Peer Oppenheimer, executive producer of NBC-TV's "Here's Hollywood," and Jack Linkletter, co-host on the series, will enplane for London, Paris and Rome with a production staff Saturday, Feb. 17, to film interviews with theatrical personalities.

While in London, Feb. 18-23, they plan to film chats with Van Johnson, Richard Todd, Jose Ferrer and Deborah Kerr.

During their stay in Paris, Feb. 24-26, Linkletter will film talks with Ingrid Bergman, Tony Perkins and Sophia Loren.

The staff hopes to obtain interviews with Gina Lollobrigida, Pier Angeli, Rossano Brazzi and other celebrities in Rome between Feb. 27 and March 4. All interviews filmed overseas will be shown on future "Here's Hollywood" programs.

Since its premiere in September, 1960, the show has visited Paris, Rome, Stockholm, Hawaii and Alaska.

At the conclusion of the interviews in Rome, Linkletter and the production staff will return to Los Angeles, but Oppenheimer will fly to Tokyo for business discussions.

"Here's Hollywood" is presented on NBC-TV Mondays through Fridays, 4:30 to 4:55 p.m. EST.

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During Glenn's flight, NBC Radio will broadcast reaction to Glenn's flight from around the world, with "man-in-the-street" interviews from London, Paris, Berlin and Moscow as well as points in the United States.

The NBC Radio coverage will be sponsored by American Motors. The producer is Russ Tornabene. The night of the launch, NBC Radio will present a special program recapping the day's events with NBC News correspondents Mueller, Barbree, Hackes, Kaplow and Steve Flanders taking part. This program will be produced by Ray Hasson.

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NBC-New York, 2/9/62

Four live remote TV pickups will embellish coverage from the Cape. NBC will have cameras at Glenn's home in Arlington, Va., at his hometown -- New Concord, Ohio -- at the White House in Washington and at General Dynamics Astronautics in San Diego, Calif.

At this last location, NBC News correspondent Elmer Peterson will interview space medical experts. They will report on the vital telemetry data received from Glenn's capsule that will include his pulse, respiration, body temperature and other information on how he is withstanding gravity-less space flight.

The entire television coverage will be sponsored by the Gulf Oil Corporation.

Also at the Cape will be NBC News correspondents Herbert Kaplow and Peter Hackes. Jim Kitchell will direct activities at Canaveral under the general supervision of Donald Meaney, Manager, Special News Projects.

McGee will be broadcasting from NBC News Orbit Central in Studio 8-H, New York City. He will have on hand a number of visual devices, including a 10-foot model of the "Friendship 7" capsule and a tracking station time chart that will register as Glenn's spacecraft passes over the stations.

All of the aforementioned features are in NBC-TV's own special coverage of the event and will be in addition to the pooled coverage shared by NBC, CBS and ABC. The pooled coverage is being produced by ABC with each network supplying news and technical personnel. The three networks will share the only other available circuit out of the Cape for their independent coverage.

The NBC Radio Network will broadcast live coverage of the launch from the Cape press site with NBC News correspondents Merrill Mueller and Jay Barbree reporting.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 7, 1962

ENTIRE 'VICTORY AT SEA' SERIES WILL BE SEEN

OVER JAPAN'S FUJI BROADCASTING SYSTEM

NBC International Sale of 26-Part Series Follows Recent
Japanese Showing of 90-Minute Special Based on Episodes

"Victory at Sea," NBC-TV's award-winning film series depicting Allied naval activities during World War II, has been sold in its entirety to Japan's Fuji Broadcasting System, it was announced today by Alvin Ferleger, Manager of Sales, NBC International.

The 26 half-hour documentaries will now be broadcast throughout the nation from which much of the combat footage in the series was captured. Japan is the 28th country on the growing list of foreign markets where "Victory at Sea" has been sold.

In December, 1960, a special 90-minute version of "Victory at Sea," compiled from the most exciting sequences of the complete series, was broadcast in the U. S. over the NBC-TV Network. In November, 1961, this special was shown in Japan and attracted one of the largest TV audiences in that country's history. It was shown in two parts, as segments of the news and public affairs package supplied by NBC International.

"The most successful television film series in foreign distribution is 'Victory at Sea,'" Mr. Ferleger said. In Japan, naturally, there were some anxieties about the wisdom of importing a show (no matter what its dramatic merits) that portrayed, in such vivid documentary terms, the events that started at Pearl Harbor and terminated at Hiroshima.

(more)

The doubts preceding the special 90-minute sampler of the series were obliterated by the favorable response of the Japanese public when they saw the program. Negotiations that followed this historic broadcast led to the sale of the entire 26 episodes."

"Victory at Sea" made its NBC-TV Network debut in 1952.

Original music for the series was composed by Richard Rodgers. The winner of every major award in the television industry, the series has been widely syndicated in the U. S. and has been seen on every continent.

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NBC-New York, 2/7/62

February 7, 1962

GULTON INDUSTRIES--FIRM MAKING RECHARGEABLE FLASHLIGHTS--
FINDS LOTS OF POWER IN 'JACK PAAR SHOW' PARTICIPATIONS
AND PLACES NEW ORDER IN THAT NBC-TV TIME-PERIOD

Gulton Industries, manufacturers of Life Lite Rechargeable Flashlights, associated a 54 per cent increase in product sales to participations in "The Jack Paar Show" color broadcasts and subsequently placed a new order in that NBC-TV late-night time-spot, it was announced today by William F. Storke, Director, Participating Program Sales, NBC Television Network.

Leslie K. Gulton, President, Gulton Industries, reported in a letter to stockholders: "...our first nation-wide television advertising on the Jack Paar show is bringing your Company unprecedented sales for Life Lite Rechargeable Flashlights."

The 54 per cent increase in product sales was reported to NBC by Gulton Industries.

The new Gulton order -- increasing its number of participations 50 per cent -- will apply to broadcasts during late May and early June.

Gulton used "The Jack Paar Show" (Monday through Friday, 11:15 p.m.-1 a.m. EST) during the Thanksgiving-to-Christmas period of 1961 to advertise its cordless-rechargeable products, including flashlights and radios.

The orders were placed through Compton Advertising Agency.

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February 7, 1962

MORE THAN \$1,700,000 IN NEW AND RENEWED SALES
IN PAST THREE WEEKS ANNOUNCED BY NBC RADIO

More than \$1,700,000 in new and renewed NBC Radio Network sales during the past three weeks was announced yesterday by William Fairbanks, Vice President, Sales, NBC Radio Network.

Included was the first network radio purchase by the Upjohn Co.

Eleven advertisers purchased sponsorship in "Monitor," "Emphasis," "News of the World," "News on the Hour" and NBC Radio's coverage of the U. S. attempt to place astronaut John H. Glenn Jr. in orbit, now scheduled for Feb. 14.

In addition to the Upjohn order (placed through McCann-Marschalk Co. Inc.), sponsorship in NBC Radio programs was purchased by: Campana Corp. (through Post & Morr), Ford Motor Co. (through J. Walter Thompson Co. Inc.), Wagner Electric Corp. (through Arthur R. Mogge Inc.), Curtis Publishing Co. (through Batten, Barton, Durstine & Osborn, Inc.), Time Inc. (through Young & Rubicam Inc.), Sterling Drug Inc. (through Dancer-Fitzgerald-Sample Inc.), Ex-Lax Inc. (through Warwick & Legler Inc.) American Motors and Sinclair Refining Co. (both through Geyer, Morey, Madden & Ballard Inc.) and Longines-Wittnauer Watch Co. Inc.

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NBC-TV NETWORK PROGRAM

"TODAY'S" POINTERS ON "HOW TO WATCH AN ORBIT SHOT"
NOW SCHEDULED FOR BROADCAST OF TUESDAY, FEB. 13

The "Today" program's special segment on "How to Watch an Orbit Shot," to be presented on the NBC-TV Network's early-morning series the day before the attempt to place astronaut John H. Glenn Jr. into orbit, has been rescheduled for Tuesday, Feb. 13, at the earliest. (It was previously announced for Feb. 12.)

The special feature has been postponed as a result of the announcement that the orbital flight will not take place before Wednesday, Feb. 14.

NBC News correspondents Roy Neal and Frank McGee, anchorman in Cape Canaveral and New York, respectively, for NBC News' live coverage of Glenn's flight, will join "Today" host John Chancellor for the special feature. Neal and McGee will explain to viewers exactly what they should look for and how they should interpret the various stages of the man-in-orbit shot. They will point out, with the aid of visual devices and tape and film of earlier space flights, the important things which the viewer should notice.

The "Today" program is broadcast Monday through Friday from 7-9 a.m. EST.

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NBC-New York, 2/7/62

February 8, 1962

ROBERT HORTON SIGNS EXCLUSIVE TV AGREEMENT
WITH NBC-TV FOR 1962-63 SEASON

Robert Horton, co-star of NBC-TV's "Wagon Train" and one of television's leading personalities, has signed an exclusive television agreement with NBC-TV for the 1962-63 season, it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

Mr. Werner said that Mr. Horton, an outstanding singer as well as an accomplished dramatic actor, would perform as a guest star on many NBC-TV programs next season. He said it is NBC's intention to take full advantage of Horton's flexibility as a performer.

Mr. Horton, who has become an international star as a result of "Wagon Train's" popularity abroad, was represented by the Ashley-Steiner Agency in the negotiation with NBC.

Mr. Horton was a member of the Coast Guard during World War II. He studied acting at the American Theatre Wing and with Lee Strasberg in New York. Before his role on "Wagon Train," Mr. Horton appeared in a number of motion pictures including "Pony Soldiers," "The Tanks Are Coming" and "The Return of the Texan."

Mr. Horton is married and lives in Hollywood.

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February 8, 1962

"BONANZA" AND "LARAMIE" VIE FOR ARGENTINA'S TOP TV FILM RATINGS

"Bonanza" and "Laramie" are galloping across the Argentine pampas in a close race for that country's top television film ratings. "Laramie" made its Buenos Aires debut in February, 1961, and soon led the field. "Bonanza" started over the rival network there in June, 1961, and is now out in front by a nose. Both series, distributed by NBC International, have been renewed for a go-around of 39 more episodes.

Alastair Mackenzie, NBC International Sales Manager for South America, reports, "While Westerns maintain their popularity in the Argentine and elsewhere in Latin America, the increasing need for a complete balance in programming also is being met by NBC International. News and public affairs, drama and adventure series, as reflected in our latest sales, are in greater demand than ever."

Uruguay, Peru and Argentina have now purchased the entire current Spanish language library of NBC International. The roster includes "Project 20," the "Victory at Sea" series, "The Loretta Young Show," "Dr. Kildare," "87th Precinct," "The Lawless Years" and "National Velvet," in addition to "Laramie" and "Bonanza."

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NBC-TV NETWORK PROGRAM

CABLE FILM SYSTEM PROVIDES 'HUNTLEY-BRINKLEY REPORT'
WITH EXCLUSIVE VIEWS OF GERMAN MINE RESCUE EFFORTS

Films of rescue operations at Voelklingen, Germany, where at least 249 miners were killed Wednesday morning (Feb. 7) in an underground explosion, were seen that night on NBC-TV's "Huntley-Brinkley Report."

The exclusive films were transmitted to New York by the NBC-BBC trans-Atlantic cable film system. The film, abetted by a report from Huntley, showed ambulances and helicopters carrying injured from the scene while hundreds of spectators watched anxiously.

(The "Huntley-Brinkley Report" is broadcast Mondays through Fridays, 6:45 p.m. EST.)

NBC-New York, 2/8/62

February 8, 1962

NBC NEWSWRITER EYES PENGUINS AND SAYS THEY HAVE SQUARE ONES

"Penguins Have Square Eyes," written by NBC News writer Pat Trese, will be published Tuesday, Feb. 27, by Holt, Rinehart and Winston.

The book recounts Trese's four months in the Antarctic preparing an NBC-TV film documentary on Operation Deep Freeze. Written at a flippant, glib pace, Trese's rollicking adventures include a conclusion that penguins do have square eyes: "At least, the one I looked at did."

It was his opinion that penguins not only have square eyes but bear the same mental quotient: "He is a dirty, smelly bird and, in my opinion at least, not very bright...Through the centuries, he has made no effort to leave the Antarctic and he lives there all year round for no good reason...You must conclude that any creature willing to suffer through it is either a masochist or a dullard."

Trese, 31, is a news writer assigned to the Gulf Instant News Special unit.

He joined NBC News in 1952 and is a former news writer for the "Huntley-Brinkley Report." Born and reared in Cleveland, Trese holds a degree from John Carroll University in that city.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE
FOR MARCH 1962 (ALL TIMES EST)

Thursday and Friday, March 1 and 2

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday, March 2, program
is "The Best of Paar" repeat.

Thursday, March 1

10-11 p.m. -- "Sing Along with Mitch"

Friday, March 2

9:30-10:30 p.m. -- "Bell Telephone Hour"

Saturday, March 3

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

(more)

2 - NBC-TV Network March Color Schedule

Sunday, March 4

4:30-5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week" - "Regards to George M. Cohan"

Monday through Friday, March 5-9

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday, March 9, program
is "The Best of Paar" repeat.

Monday, March 5

8:30-9 p.m. -- "The Price Is Right"

Tuesday, March 6

7:30-8:30 p.m. -- "Laramie"

Wednesday, March 7

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, March 8

10-11 p.m. -- "Sing Along with Mitch"

Friday, March 9

9:30-10:30 p.m. -- "The Milton Berle Show" (special)

(more)

Saturday, March 10

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

9-11:20 p.m. -- "Saturday Night at the Movies" -- "The Black Rose"

Sunday, March 11

4:30-5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Theatre 62" - "The Paradine Case"

Monday through Friday, March 12-16

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

Monday, March 12

8:30-9 p.m. -- "The Price Is Right"

11:15 p.m.-1 a.m. -- "The Best of Paar" (Repeat).

* * *

NOTE: "The Jack Paar Show" programs of March 13 to
16 will be taped in London, England, in black
and white only.

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(more)

4 - NBC-TV Network March Color Schedule

Tuesday, March 13

7:30-8:30 p.m. -- "Laramie"

10-11 p.m. -- "The Land," a Chet Huntley special.

Wednesday, March 14 - NBC COLOR DAY

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10-10:30 a.m. -- "Say When"

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

11:30 a.m.-12 noon -- "Concentration"

12 noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:25 p.m. -- "The Jan Murray Show"

3-4 p.m. -- Purex Special for Women" - "The Indiscriminate Woman."

4:30-4:55 p.m. -- "Here's Hollywood"

7:30-8:30 p.m. -- "Wagon Train"

8:30-9 p.m. -- "The Joey Bishop Show"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, March 15

10-11 p.m. -- "Sing Along with Mitch"

Friday, March 16

9:30-10:30 p.m. -- "The Bell Telephone Hour"

(more)

Saturday, March 17

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

Sunday, March 18

4:30-5 p.m. -- "Patterns in Music"

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday through Friday, March 19-23

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, March 19

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Arthur Freed's Hollywood Melody" (special)

Tuesday, March 20

7:30-8:30 p.m. -- "Laramie"

Wednesday, March 21

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

(more)

Thursday, March 22

10-11 p.m. -- "Sing Along with Mitch"

Friday, March 23

9:30-10:30 p.m. -- "The Dinah Shore Show"

Saturday, March 24

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

Sunday, March 25

NOTE: The NBC Opera Company will present a repeat broadcast of
"Cavalleria Rusticana." The 75-minute program will be
broadcast between 3 and 5 p.m.

6-6:30 p.m. -- "Meet the Press"

7-7:30 p.m. -- "The Bullwinkle Show"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

Monday through Friday, March 26-30

6-6:30 a.m. -- "Continental Classroom" - Probability and Statistics
(Repeat)

6:30-7 a.m. -- "Continental Classroom" - American Government

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12 noon-12:30 p.m. -- "Your First Impression"

2-2:25 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, March 26

8:30-9 p.m. -- "The Price Is Right"

(more)

7 - NBC-TV Network March Color Schedule

Tuesday, March 27

7:30-8:30 p.m. -- "Laramie"

Wednesday, March 28

9-10 p.m. -- "Perry Como's Kraft Music Hall"

10-10:30 p.m. -- "The Bob Newhart Show"

10:30-11 p.m. -- "David Brinkley's Journal"

Thursday, March 29

7:30-8:30 p.m. -- "U.S. #1: American Profile" (special)

10-11 p.m. -- "Sing Along with Mitch"

Friday, March 30

9:30-10:30 p.m. -- "Bell Telephone Hour"

Saturday, March 31

9:30-10 a.m. -- "Pip the Piper"

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

5-6 p.m. -- "All Star Golf"

7:30-8:30 p.m. -- "Tales of Wells Fargo"

9-11 p.m. -- "Saturday Night at the Movies" -- "Bird of Paradise"

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NBC-New York, 2/8/62

2-X-H

NBC TRADE NEWS

February 9, 1962

NBC-DEVELOPED METHOD TO INTERLEAVE SOUND WITH TV PICTURE SIGNAL
NOW BEING TESTED TO FILL GAP IF NORMAL SOUND CIRCUITS FAIL

An experimental trial of interleaved sound, an NBC-developed method of transmitting sound within a television picture, is being conducted jointly by NBC and the American Telephone and Telegraph Company, it was announced today by William H. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

The Federal Communications Commission authorized the experiment for one year, and operation was initiated on Dec. 19, 1961.

Interleaved sound eliminates audio interruptions caused by the failure of normal sound circuits in television programs. The system is used automatically as breakdowns occur and it is expected to lead to uninterrupted sound continuity in the future.

The system involves the use of a single circuit to carry both the television picture and the television sound. The sound is inserted between picture elements -- like tissue paper filed between pages of an unabridged dictionary -- and it becomes an integral part of the picture signal, although undetectable to the viewer's eye.

Interleaved sound was successfully used to restore sound service on "The Price Is Right" color broadcast on Jan. 8, 1962. When the normal sound circuit failed, this experimental system was utilized and operated flawlessly for three minutes and 16 seconds, until normal service was restored.

Interleaved sound was developed by Jarret L. Hathaway, Project Engineer, under the supervision of James L. Wilson, Director, Engineering,

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2 - Interleaved Sound

National Broadcasting Company. The system was tested for months in closed circuit laboratory experiments with complete success.

Mr. Wilson said if the experiment proves successful, this or another system may be used to insure the continuity of television sound to stations in all areas of the country so that viewers' enjoyment of programs may continue uninterrupted.

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NBC-New York, 2/9/62

February 9, 1962

NBC NEWS IS GEARED FOR THOROUGH TV AND RADIO COVERAGE
OF THE ORBIT FLIGHT OF ASTRONAUT JOHN H. GLENN JR.

Animated films depicting the flight through space of astronaut John H. Glenn Jr. will be shown during NBC-TV's live coverage of Project Mercury from Cape Canaveral, Fla., now expected Wednesday, Feb. 14.

With NBC News correspondent Frank McGee at the microphone in New York, NBC's coverage of the event will begin at 6:30 a.m. EST the day of the launch. At 7 a.m. EST, 30 minutes before scheduled launch, NBC News correspondent Roy Neal will broadcast live from the press site at Cape Canaveral. NBC News will also broadcast a special program the night of the launch recapping the event and explaining the outlook for future space flights.

Producer Chet Hagan said the animated films were prepared especially for the program by Alex Haverstroh Studios through the use of models. The films, to be used while Glenn is in orbit, will illustrate the effect of weightlessness on an astronaut's body, flight of the space capsule, re-entry and recovery. McGee will narrate the film.

NBC-TV cameras at the Cape will be located 8,000 feet from Complex 14. Glenn will begin his space journey from Complex 14 with the firing of an Atlas missile. His planned three-orbit journey will require four and a half hours and NBC is prepared to cover the project live until Glenn is recovered.

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THE NATIONAL BROADCASTING COMPANY

2-X-H

Rockefeller Plaza, New York 20, N. Y.

ROBERT E. KINTNER ANNOUNCES NBC NEWS PLANS MAJOR TV SPECIAL
ON THE NATURE, BACKGROUND AND MEANING OF COMMUNISM AND THAT
IT WILL BE ESPECIALLY GEARED TO NEEDS OF YOUNG AMERICANS
- - -
NBC President Addresses Veterans of Foreign Wars Dinner Where He
Is Honored for News and Public Affairs Program Achievements

WASHINGTON, FEB. 6 -- NBC News is planning a major television special dealing with the nature, background and meaning of Communism and its threat to the free way of life and especially geared to the needs of young Americans, Robert E. Kintner, President of the National Broadcasting Company, announced tonight.

Mr. Kintner said that the program was being planned for the 1962-63 season of the NBC-TV Network. In addition, he said, NBC News was actively exploring the possibility of presenting a whole group of other major programs dealing with Communism and its challenge to the United States.

Mr. Kintner made the announcement as he accepted the Veterans of Foreign Wars Commander-in-Chief's Gold Medal Award, presented for "his many outstanding achievements in the field of news and public affairs programming." The presentation was made at the Annual VFW Congressional Dinner at the Sheraton Park Hotel.

The award to Mr. Kintner was presented by Robert E. Hansen of South St. Paul, Minn., Commander-in-Chief of the VFW. In his presentation remarks, Mr. Hansen said, in part:

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"Because of the tremendous national audiences to which radio and television speak, and the great impact they carry, an unusually heavy responsibility falls upon the men who occupy positions at the helm of our networks. To this responsibility, the guest we honor this evening brings not only professional expertness and long experience but the qualities of character and high patriotism that have distinguished his whole career."

Mr. Kintner said that the subject of Communism had been treated many times in NBC programs, going back as far as the "Project 20" study of the Russian revolution, titled "Nightmare in Red," and as recently as the report on Castro's Cuba presented on "Chet Huntley Reporting" on Jan. 26. He said that NBC believed, however, that it could perform a valuable service by undertaking a basic treatment of Communism.

"It is somewhat startling to consider that young men of 18 who are now entering our armed forces were only six years old when the Communists invaded South Korea," he said. "We believe it is important that they have a real understanding of the nature and meaning of the threat against which the nation is asking them to stake their lives.

"Accordingly, we are planning a major special on this subject geared to the needs of these young people and carried out by the experienced team responsible for the program, 'Update,' which is directed chiefly to the same group. In addition, we are actively exploring the possibility of a whole group of additional major programs dealing with the problem of Communism and its challenge to the free world."

The NBC President said he felt there is no form of journalism today "enjoying greater freedom of inquiry and expression, or working

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more effectively to fulfill responsibilities of such freedom, than the news and actuality programs of broadcasting."

"Despite claims about advertiser domination," he said, "the networks' forthright documentaries on controversial subjects have been presented without pressure, protest or interference from advertisers who continue to sponsor these efforts in greater numbers...The results of these efforts may be seen, for example, in programs that had no real counterpart in scope and maturity as recently as five years ago -- such programs as the NBC White Papers, the JFK Reports, CBS Reports and Close-Up."

Mr. Kintner traced developments in techniques and program forms in the news and public affairs area in recent years and pointed out two elements that have made possible informational programming on such a massive scale.

"One is the underwriting provided directly or indirectly by the commercial base of an advertiser-supported medium," he said. "The other is the popular entertainment fare that has created, nurtured and maintained an audience-in-being almost as large as our population itself. It is the maintenance of this huge audience that not only serves as our economic foundation but also enables us to reach millions of Americans who might not otherwise take the opportunity to keep themselves so well informed."

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NBC-2/6/62

Address by Robert E. Kintner,
President, National Broadcasting Company,
At Annual Veterans of Foreign Wars
Congressional Dinner,
Sheraton Park Hotel, Washington, D. C.,
February 6, 1962

I am most appreciative of the high honor conferred on me by the Veterans of Foreign Wars. While expressing my deep personal gratitude, I should emphasize that in presenting this medal, the VFW is really recognizing the achievements of the National Broadcasting Company and its outstanding news organization, and I stand here this evening as their deputy.

The men and women you are truly honoring tonight are at their posts around the clock and around the world. Some of them are doing a kind of journalistic sentry duty for the American people in places like Laos and New Guinea, in the Congo and Algiers, and along the Berlin border. Many of them do less dangerous but equally indispensable work -- at news desks, behind cameras and in film editing rooms in places as close to us as Washington and New York. They range from the most remote stringer correspondent in any of the 70 countries we cover to NBC's Chairman of the Board, Bob Sarnoff, who, as a matter of fact, is currently traveling on business in Asia and the Middle East. And I believe a special word of thanks should be expressed to you in behalf of William R. McAndrew, Executive Vice President in charge of NBC News, who has spearheaded and supervised the remarkable advances NBC has made in its whole range of informational programming.

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In the spirit of your award, I believe recognition should also be made of the outstanding work of the Special Projects Unit of our Program Department, headed by Donald B. Hyatt. This is the group that has given us the unforgettable "Victory at Sea" and the "Wisdom" series, as well as such Project 20 programs as "Meet Mr. Lincoln," "Mark Twain's America" and "The Coming of Christ."

The theme of my brief remarks to you this evening is responsibility. The growth of news and informational programming in recent years represents an attempt to fulfill the sense of responsibility shared by all conscientious broadcasters. It is a responsibility to our own communications medium and to its capabilities. But above all, it is a responsibility to the American people, so that all citizens of our nation may be kept informed and alert during the most dangerous period in which the world has ever found itself. Today, the people of our country must know and understand the meaning of events, because they have to decide -- through their leadership -- how the United States should operate in a world of crisis. And these decisions spell more than success or failure -- they may mean life or death, for all of us.

At NBC, in attempting to meet this responsibility, we have grown not only in the number of men and women and the amount of time and money we devote to this area but in the variety of news programming, in new techniques and formats and in the field of interpretation and analysis.

Perhaps the most significant trend in all information media is the increasing recognition that newsmen must interpret the meaning of the news in a world that is becoming more and more complex. Increasingly, the problems of government, domestic economics and international

(more)

relations have grown so complicated and interrelated that it is not very helpful merely to report the visible surface of events. It is necessary to analyze these events in terms of causes, background and implications.

This has imposed high demands on the skill and judgment of news personnel everywhere. It is impossible to try to make sense of the news without exercising judgment, and all judgment must be personal to some extent. For example, it is impossible to interpret the meaning of Soviet tactics in the United Nations or at Geneva, or anywhere else, without making judgments based, among other things, on a fundamental evaluation of Russian objectives. And a newsman cannot place a major action of the Kennedy Administration into perspective without assembling an impression of the Administration's record and outlook -- a task that certainly involves a matter of judgment.

Here there can be serious pitfalls if the judgment is not fair-minded, if it does not avoid partisanship or special pleading. At NBC we choose and develop our newsmen in a tradition of fairness so that whatever judgments they may be called upon to make in interpreting the news grow out of a conscientious and even-handed effort to get at the truth.

Along with the quality of fairness, journalists who try to dig the kernel of meaning out of the events they cover must also have the courage to withstand those who may not like what is dug out. I believe this is a quality that broadcasters have been displaying increasingly.

Despite claims about advertiser domination, the networks' forthright documentaries on controversial subjects have been presented without pressure, protest or interference from advertisers who continue

(more)

to sponsor these efforts in greater numbers. In my opinion, there is no form of journalism today enjoying greater freedom of inquiry and expression, or working more effectively to fulfill responsibilities of such freedom, than the news and actuality programs of broadcasting.

The results of these efforts may be seen, for example, in programs that had no real counterpart in scope and maturity as recently as five years ago -- such programs as the NBC White Papers, the JFK Reports, CBS Reports and Close-Up.

I want to touch briefly on some of the other developments in techniques and program forms in this area in recent years.

One major development in which all the networks take pride, and in which Bob Sarnoff of NBC played an important personal role, was "The Great Debate" series of 1960 -- the first time in history that two Presidential candidates discussed the issues face to face on the same platform before a national audience.

Another is the development by NBC of independent election-night coverage techniques that have set a new standard of swiftness in compiling and reporting returns.

Still another, on the technical side, is the technique of speeding newsfilm across the Atlantic by cable. This was developed by engineers of the British Broadcasting Corporation, and NBC is the only broadcasting organization to use it in the United States. We look forward to the day, not too far off, when this technique will be outmoded by live international television transmission through the use of global satellites.

In seeking new program forms, we have developed such shows as "David Brinkley's Journal," which offers the special flavor of

(more)

personal journalism, and "Update," which is television's most ambitious effort to deal with the news from the standpoint of young people. We have also created "the instant news special," a program designed to present a comprehensive wrapup of a major story within a few hours of the time the news breaks. And we are quicker than ever to go on the air with live coverage of breaking news.

Apart from the instant news specials, we are producing this season over 60 actuality specials, each a major production effort many weeks and sometimes months in preparation. The subjects cover an enormous range. They include our country's military strength overseas, the life of Ernest Hemingway, Khrushchev and Berlin, the life and art of Vincent Van Gogh, the situation in Angola, the activities of the Republican Party, the Peace Corps, "society" in America today, preparations for space exploration and the life and traditions of Vienna.

It is important to recognize that we could not be making these informational efforts on such a massive scale if it were not for two things. One is the underwriting provided directly or indirectly by the commercial base of an advertiser-supported medium. The other is the popular entertainment fare that has created, nurtured and maintained an audience-in-being almost as large as our population itself. It is the maintenance of this huge audience that not only serves as our economic foundation but also enables us to reach millions of Americans who might not otherwise take the opportunity to keep themselves so well informed.

We are busy now with our plans for next season's programs, and I'd like to offer a glimpse into one that I believe will interest you. The subject of Communism has been treated many, many times in NBC

(more)

programs, going back as far as Project 20's "Nightmare in Red" and as recently as Chet Huntley's stark report two weeks ago on how thoroughly Communism has taken over Castro's Cuba. However, we believe we can perform a valuable service in undertaking some basic treatment of the nature, background and meaning of Communism and its threat to the free way of life.

It is somewhat startling to consider that young men of 18 who are now entering our armed forces were only 6 years old when the Communists invaded South Korea. We believe it is important that they have a real understanding of the nature and meaning of the threat against which the nation is asking them to stake their lives. Accordingly, we are planning a major special on this subject geared to the needs of these young people and carried out by the experienced team responsible for the program, "Update," which is directed chiefly to the same age group. In addition, we are actively exploring the possibility of a whole group of additional major programs dealing with the problem of Communism and its challenge to the free world.

We are now planning further specific projects in the field of informational programming. Beyond that, much of what we will do will be dictated by the shape of the news that none of us can foresee. But I can promise you this. We expect to be doing even more in this field next year than we are doing now. We will be trying to do it even better. And I can assure you that the recognition you have so graciously bestowed this evening represents the kind of encouragement that will help us to fulfill these goals.

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NBC-2/6/62

NBC TELEVISION NETWORK NEWS

February 6, 1962

"TODAY" VIEWERS TO GET POINTERS FROM NBC NEWS' ROY NEAL
AND FRANK MCGEE ON "HOW TO WATCH AN ORBIT SHOT"

An authoritative report on "How to Watch an Orbit Shot" will be presented on NBC-TV's "Today" show the morning before the attempt to place astronaut John H. Glenn Jr. into orbit.

With the launch attempt now scheduled for Feb. 13, the "How to Watch an Orbit Shot" segment will be seen on "Today" Monday, Feb. 12.

Roy Neal (who has set up the blueprint for NBC's coverage at Cape Canaveral and has covered all major U. S. space tests for NBC News) and Frank McGee (who has been New York anchorman for the NBC News specials covering the previous flights of astronauts Alan Shepard and Virgil Grissom) will join "Today" host John Chancellor for the special report. Neal and McGee will be anchormen in Cape Canaveral and New York, respectively, for NBC News' coverage of Glenn's flight.

Neal and McGee will explain to viewers exactly what they should look for and how they should interpret the various stages of the man-in-orbit shot. They will point out, with the aid of visual devices and tape and films of previous space flights, important things which the untrained viewer may not look for or notice.

As a special aid to students who will be watching the historic flight, NBC is distributing a special discussion guide to elementary schools, high schools, colleges and other educational institutions across the country. This guide, prepared by NBC News, will provide background material for teachers and students that will

(more)

supplement the "Today" report. The guides will also provide suggestions for homework, reports and other classroom assignments in connection with America's first man-in-orbit flight.

"Today" is broadcast Mondays through Fridays (7-9 a.m. EST).

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<p>PUBLIC HAS CHANCE TO "ASK CAPE CANAVERAL" QUESTIONS ABOUT GLENN'S FLIGHT--AND NBC NEWSMEN WILL ANSWER</p>
--

"Ask Cape Canaveral," a special program on which NBC News correspondents will answer questions from viewers on the American space effort, will be presented on the NBC-TV Network Saturday, Feb. 10 (at approximately 4:30 p.m. EST, replacing "Ask Washington" on this date only).

The program's panel will consist of NBC News correspondents Roy Neal, Peter Hackes, Herb Kaplow and Jay Barbree, who have covered many past space exploits and will be in Canaveral to participate in the NBC coverage of the orbital attempt of Lt. Col. John H. Glenn, Jr., expected not earlier than Feb. 13. Correspondent Frank McGee will moderate from New York.

The program will be broadcast from the press center of the National Aeronautics and Space Administration at Cocoa Beach, near Cape Canaveral. Donald Meaney, who will produce the program, invited viewers to address questions by mail or telegram to:

"Ask Cape Canaveral"
NBC News
Cocoa Beach, Fla.

The broadcast will follow the Saturday pro basketball game, which is expected to end at about 4:30 p.m. EST.

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NBC-New York, 2/6/62

NBC TELEVISION NETWORK NEWS

February 6, 1962

'PUREX SPECIAL FOR WOMEN' PROGRAM CHANGE

'THE INDISCRIMINATE WOMAN' POSTPONED UNTIL NBC'S MARCH 14 COLOR DAY;
FEB. 15 FEATURE WILL BE A REPEAT OF 'THE TRAPPED HOUSEWIFE'

"The Indiscriminate Woman," previously scheduled on the Thursday, Feb. 15 "Purex Special for Women" on NBC-TV (3-4 p.m. EST), will be postponed for a month. It will be presented instead as a color broadcast Wednesday, March 14 (3-4 p.m. EST) as a feature of NBC Color Day.

The "Purex Special for Women" Thursday, Feb. 15 will be a repeat showing (in black and white only) of "The Trapped Housewife," starring Phyllis Thaxter, originally broadcast Nov. 10, 1960.

Written and produced by George Lefferts, "The Trapped Housewife" was directed by Karl Genus. In addition to Miss Thaxter, the cast is made up of Michael Strong in the role of the husband and Rickey Sloane as the housewife's small son. The documentary drama is concerned with "the occupational disease of American housewives -- the disenchantment syndrome."

Pauline Frederick of NBC News appears as the reporter for the broadcast and at its conclusion interviews two guest experts, William Dobriner, head of the Department of Sociology at Hofstra College and editor of the book, "The Suburban Community," and Max Siegel, head of the Department of Psychology at Brooklyn College and of the New York State Psychological Association.

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NBC COLOR TELEVISION NEWS



February 6, 1962

RALPH LEVY SIGNED AS PRODUCER-DIRECTOR OF 'BOB NEWHART SHOW'

Bob Newhart has signed Ralph Levy as producer-director of "The Bob Newhart Show" color series effective with the NBC-TV broadcast Wednesday, March 7 (10 p.m. EST). At the same time, Newhart will take over as head writer and supervisor of the show's scripts.

Levy has many TV production credits, including those for Jack Benny, Burns and Allen and "I Love Lucy" series.

"The Bob Newhart Show" is sponsored by Sealtest Division of National Dairy Products Corp., Beechnut Life Savers Inc. and, in Western states only, by All-State Insurance Corp. The respective advertising agencies are N. W. Ayer & Son, Young and Rubicam Inc., and Leo Burnett Co.

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"BONANZA'S" MICHAEL LANDON BACK AT WORK AFTER ILLNESS

Michael Landon, "Bonanza's" Little Joe, recovered from a recent illness and returned to work yesterday (Feb. 5) on the show's set.

Landon, a star of NBC-TV's filmed color series (Sundays, 9-10 p.m. EST, collapsed from exhaustion at Los Angeles' International Airport last Friday night when he was enroute to Bristol, Va., for a charity appearance. A physician placed Landon under sedation and ordered him to bed for the weekend.

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CAST AND CREDITS FOR 'SPELLBOUND,'
FULL-HOUR LIVE COLOR DRAMA ON NBC-TV'S 'THEATRE 62'

Program: "Spellbound" on "Theatre 62"

Time: NBC-TV Network color broadcast Sunday,
Feb. 11 (10-11 p.m. EST).

Stars: Hugh O'Brian
Oscar Homolka
Paul McGrath
Tim O'Connor
Special Guest Star Maureen O'Hara

Producer: Fred Coe

Director: Paul Bogart

Writer: Sumner Locke Elliott

Associate producer: Claude Traverse

Assistant to the producer: Earl McGrath

Production liaison: Edith Hamlin

Unit Manager: Bruce Bassett

Casting: Rick Kelly

Set Designer: Jan Scott

Costume Designer: John Boxer

Associate Director: Gordon Rigsby

* * *

Sponsor: American Gas Association

Agency: Lennen and Newell Inc.

NBC Press Representatives: Noreen Sherlock, New York; Doug Duitsman,
Hollywood

* * *
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Published by the American Medical Association

THE CAST

JB:	Hugh O'Brian
Constance Peterson:	Maureen O'Hara
Dr. Brulov:	Oscar Homolka
Dr. Murchison:	Paul McGrath
Lt. Cooley:	Tim O'Connor
Sgt. Gillespie:	Dan Morgan
Sheriff Collins:	Al Leberfeld

* * *

THE STORY

Constance Peterson (Maureen O'Hara), psychiatrist at Green Manors Mental Institution in Vermont, falls suddenly in love with a patient known only as "J. B." (Hugh O'Brian), who is suspected of murdering the new supervisor of the institution. Constance is convinced J. B. is an amnesia victim. She takes him to a distinguished psychiatrist, Dr. Brulov (Oscar Homolka), and the two -- always one jump ahead of the police -- attempt to unlock J. B.'s mind and find the secret of his past.

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NBC-New York, 2/6/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 2, 1962

ABOUT \$25 MILLION SPENT YEARLY ON NBC NEWS AND PUBLIC AFFAIRS OPERATIONS

NBC'S WILLIAM R. McANDREW STATES AT FCC HEARING ON TELEVISION

He Says Air Time for Those Topics Gained 72% in Last 5 Years

And NBC News Programming Now Takes 25% of NBC-TV Schedule

WASHINGTON -- NBC News presently spends about \$25 million a year on its steadily expanding news and public affairs operations, William R. McAndrew, Executive Vice President, NBC News, said today before a Federal Communications Commission hearing on television.

Mr. McAndrew said that in the last five years the number of hours of news and informational programming on the NBC Television Network has increased by about 72 per cent. He said that NBC News programming now accounts for about 25 per cent of the entire NBC-TV schedule and includes news, public affairs, religious, educational and related programs.

Although advertiser support has increased materially, Mr. McAndrew said, the "unrecovered NBC News costs in 1961 allocable to the NBC Television Network amounted to almost \$12 million, or 81 per cent of the total cost of these programs, and we expect these unrecovered costs to be even more in 1962."

He said, however, that there has been a long-term trend of increased advertiser interest in programs produced by NBC News, "to the point where most of our regular news reports and many of our other programs are partially or fully sponsored."

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As advertiser interest has increased, Mr. McAndrew said, NBC News has increased the air time and budget for its programming.

"Although it is still very rare for advertisers to pay the entire cost of these programs, we are encouraged by the increase both in the number of advertisers willing to sponsor these programs and the share of the program costs they pay," he added.

On the question of program control, Mr. McAndrew said that neither the advertiser nor his representative determines the content of programs produced by NBC News. "We retain absolute control over the content of our programs, which we do not share with sponsors or anyone else," he said.

Further, he said, "it is NBC's policy that all news and public affairs programs broadcast on NBC facilities must be produced by NBC News or under its supervision and with its participation from the inception of production."

Mr. McAndrew declared that it is also NBC policy not to take an editorial position on the television network. He said that the NBC facilities are not used "to express a corporate position on controversial public issues."

"In our opinion," he said, "the difficulties and complications involved in the NBC Television Network broadcasting an editorial position to the public through affiliated stations have outweighed the benefits to be derived. This is a question we re-examine from time to time."

He pointed out, however, that in view of the complexity of developments around the world and the speed of modern communications,

(more)

NBC News believes that there is a need not only to report the bare facts of the news but "to illuminate it and place it in a context so that its significance will appear."

"We consider this an essential part of the function of responsible presentation of the events in the news, since often the absence of an intelligent context or background will prevent a real understanding of what has occurred," he said. "For these reasons, it is our policy to permit NBC newsmen who are experienced, responsible and highly qualified to interpret and analyze the facts which they report on the program."

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NBC-2/2/62

NBC TELEVISION NETWORK NEWS

February 2, 1962

'WATCH MR. WIZARD' CHOSEN 'BEST SCIENCE TV PROGRAM FOR YOUTH'
IN THOMAS ALVA EDISON FOUNDATION AWARDS FOR 1961
- - -
'Catholic Hour' Wins Special Citation for 'Prejudice-USA' Series

NBC-TV's "Watch Mr. Wizard" has won the Thomas Alva Edison Foundation's Award for "The Best Science Television Program for Youth."

A special citation was also made for the "Prejudice-USA" series presented on NBC-TV's "Catholic Hour."

Announcement of the Edison Awards for 1961 was made at the Foundation's Seventh Annual Awards Dinner at the Waldorf Astoria Hotel, New York City, Friday, Feb. 2.

The award to "Watch Mr. Wizard" was presented by Hobart C. Ramsey, treasurer of the Thomas Alva Edison Foundation, and accepted by George A. Heinemann, Manager of NBC Public Affairs. The "Catholic Hour" citation was presented by Clarence H. Linden, a trustee of the foundation, and accepted by William F. Johnson, President of the executive committee of the National Council of Catholic Men.

"Watch Mr. Wizard," which will celebrate its 11th anniversary next month, is presented on Saturdays (12 noon EST). Starring Don Herbert as "Mr. Wizard," the series uses simplified experiments and everyday objects to explain complex scientific phenomena to youngsters.

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"Prejudice-USA" was a dramatic four-part study of prejudice in the United States presented on the "Catholic Hour" four consecutive Sundays in October, 1961. The series is presented in cooperation with the National Council of Catholic Men.

Also at the awards dinner, NBC-TV affiliate WSOC-TV, Charlotte, N. C., received an award for "The Television Station That Best Served Youth in 1961."

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NBC-New York, 2/2/62

NBC'S "MEET THE PRESS" PROGRAM--"A HARDY PERENNIAL"--IS SUBJECT
OF AN ARTICLE IN U.S. INFORMATION AGENCY MAGAZINE IN RUSSIA

An article about NBC's "Meet the Press" appears in the December issue of "Amepnka," the only magazine published by and circulated in the Soviet Union by the United States Information Agency.

The article describes how the program has become "a hardy perennial" on television through its "airing the great questions of the day."

Joseph R. Judge is the author of the article for the Press and Publications Service of the U.S.I.A. "Amepnka" is issued under a reciprocal agreement whereby Russia and the United States circulate publications within each other's borders.

"Meet the Press" is presented Sundays (NBC-TV Network color broadcasts, 6-6:30 p.m. EST; NBC Radio Network broadcasts, 6:30-7 p.m. EST).

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NBC-New York, 2/2/62

CAST AND CREDITS FOR 'THE BROADWAY OF LERNER AND LOEWE,'
FULL-HOUR COLOR BROADCAST SPECIAL ON THE NBC-TV NETWORK
SUNDAY, FEB. 11, 7:30 TO 8:30 P.M. EST

Stars: Maurice Chevalier
Richard Burton
Julie Andrews
Robert Goulet
Stanley Holloway

Format: "The Broadway of Lerner and Loewe" is
a musical salute to the theatre by
the hit song-writing team of Alan Jay
Lerner and Frederick Loewe, whose
memorable musicals included
"Brigadoon," "Paint Your Wagon,"
"My Fair Lady" and "Camelot" -- on
the stage -- and the film "Gigi."
Librettist Lerner and composer Loewe
will appear briefly in the show.

Executive Producer: Norman Rosemont

Produced and
Directed by Norman Jewison

Associate Producer: Chiz Schultz

Scenic Designer: Gary Smith

Musical Director: Franz Allers

Choreographer: Carol Haney

Technical Director: O. Tamburri

Costume Designer: Alvin Colt

Unit Manager: Dick Swicker

Production Assistant: Patti Reuben

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Stage Managers: Norman Hall
Shelley Schwartz
* * *
Sponsor: Chrysler Corporation
Agency: Leo Burnett Company Inc.
NBC Press Representative: Noreen Sherlock (New York)
* * *

THE PROGRAM:

Street Opening: Maurice Chevalier
Introduction of Stars: Chevalier
"Get Me to the Church on Time": Stanley Holloway
Scene in Sardi's: Julie Andrews, Charles Nelson Reilly,
Woodrow Parfrey, Frances Sternhagen,
and John Becher
"Show Me": Miss Andrews and dancer Johnny Harmon
"Thank Heaven for Little Girls": Chevalier
"If Ever I Would Leave You": Robert Goulet
Throne Scene from "Camelot": Richard Burton and full cast
"Wandrin' Star": Goulet and male chorus
Medley of "Elisa,"
"Camelot" and "I've Grown
Accustomed to Her Face": Chevalier
"Actors on Opening Night"
speech: Burton
Finale:
"Little Bit of Luck" Miss Andrews
"Almost Like Being in Love" Chevalier and Holloway
"Talk to the Trees" Goulet
"Gigi" Burton
"I Could Have Danced All Night" Miss Andrews, Holloway,
Burton, Chevalier and Goulet
Closing: Chevalier

February 13, 1962

NBC FILMS REPORTS UPSURGE IN SYNDICATION OF 'MEDIC,'

NBC-TV NETWORK SERIES OF SEVERAL SEASONS AGO

"Medic," the NBC-TV Network drama series of several seasons ago, is enjoying an upsurge in syndication sales, with eight major stations purchasing the series from NBC Films in recent weeks.

According to Bill Breen, National Sales Manager, NBC Films, the renewed interest in "Medic" stems from the current popularity of the "Dr. Kildare" and "Ben Casey" network TV shows.

The 59 "Medic" half-hours were originally shown over the NBC-TV Network from September, 1954, through November, 1956. They were conceived by Jim Moser, the writer whose "Ben Casey" just joined "Dr. Kildare" in the country's Top Ten Nielsen-rated programs. It was the starring role in "Medic" that established Richard Boone as a leading TV personality. In 1956, the series entered syndication and sold in 127 markets before the "Medic" boom eventually leveled off.

"The renaissance began last month when the 'Kildare'-'Casey' following was firmly established," Mr. Breen said. "For the first time, the syndicated 'Medic' series was sold in Boston, to WBZ-TV. Other stations to see the series' new potential are WTCN-TV, Minneapolis; WDSM-TV, Duluth; WGAN-TV, Portland, Me.; WBTV, Charlotte; KHVH-TV, Honolulu; WVEC-TV, Norfolk; and KATV, Little Rock."

Commenting on these new sales, Mr. Breen added:

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"They prove the value of having a solid library of TV classics in every programming category. The public taste changes constantly, and sometimes, as in the world of fashion, in cycles that repeat themselves. 'Medic' not only benefits from the present popularity of doctor shows, but also from its documentary approach which is so prevalent in the current news and public affairs programs."

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NBC-New York, 2/13/62

NBC TELEVISION NETWORK NEWS

February 13, 1962

'THRESHOLDS FOR TOMORROW,' EXPLAINING SOME NEW SCIENTIFIC DIRECTIONS,
TO CONCLUDE 3-PART 'THRESHOLD' SERIES SPONSORED BY THE BELL SYSTEM

How close are we to creating life in the laboratory? Do we have a death ray? How does one farm the sea? How many of "nature's computers" will fit on the head of a pin?

Many of science's most exciting new directions, involving questions like these, will be explored in "Thresholds for Tomorrow" on the NBC-TV Network Saturday, March 10 (7:30-8:30 p.m. EST). Alexander Scourby, well-known television actor, will be narrator.

This will be the final program in the three-part "Threshold" series produced by NBC News and sponsored by the Bell System. Whereas the first two programs covered America's plans, objectives and accomplishments in space, the March 10 program, according to producer Robert Bendick, might well be subtitled "What's New on Earth."

"The scientific developments we will examine are likely to affect man's life, well-being and destiny to a greater extent and much more personally than space probes," Bendick said.

"Thresholds for Tomorrow" will catalog some of the important research underway in five major fields -- the atom, DNA (deoxyribonucleic acid), the sea, miniaturization and computer technology -- and will explain what practical benefits may be expected.

From the field of atomic research, the program will show such peaceful uses of nuclear explosions as harbor excavations and the creation of underground lakes to irrigate deserts. It will survey the

(more)

use of isotopes in such unrelated projects as medical diagnoses, agricultural pesticides and weather control.

Showing some of the recent research in DNA, the program will point out the implications of the genetic "code" of the DNA molecule. As scientists work toward the understanding of this code, they are coming closer to the ability to control the heredity of plants and animals.

Many branches of science are seeking to learn the secrets of the sea. These "Thresholds for Tomorrow" include new sources of food, minerals and electric power in the sea, desalinization of sea water, which promises a virtually limitless water supply, and the sounds of the sea, which are opening up new realms of underwater communication.

In showing the tremendous improvements in scientific instruments through miniaturization, the program will point out how the miniaturized processes are made possible by new properties found in solid materials -- properties that do the work of complex machines, without any moving parts. This is the new field of solid state physics. One important development is the laser, which can be used for communications in space and under the sea, as a tool, as a weapon and as a micro-welding device.

No area of advanced technology today is without the use of computers. "Thresholds for Tomorrow" will show diverse uses of computer systems by the military, by government departments, in business, for traffic and motion studies, in basic science and research, and in education.

(more)

Bendick said the program will present the concept that 20th Century man faces the challenge of frontiers and adventures that have a greater potential than any in his past history. "The realization of that potential," he said, "imposes on the individual a grave responsibility for study and, even more, for wisdom to apply that potential to the benefit of mankind."

("Thresholds for Tomorrow" pre-empts "Tales of Wells Fargo" on this date only.)

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NBC-New York, 2/13/62

NBC RADIO NETWORK NEWS

February 13, 1962

WGBF CELEBRATES 25TH ANNIVERSARY AS NBC RADIO AFFILIATE

WGBF, Evansville, Ind., this month is celebrating its 25th anniversary of affiliation with the NBC Radio Network.

The pioneering outlet, now in its 39th year of broadcasting, first went on air on Nov. 22, 1923. It joined NBC Feb. 1, 1937.

WGBF is owned principally by Martin L. Leich, who serves as general manager. His family acquired majority ownership in 1928 from the Finke Furniture Co., which founded the station.

WGBF broadcasts on 1280 kc with 5,000 watts daytime, 1,000 watts at night.

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February 13, 1962

'NBC WHITE PAPER NO. 10--RED CHINA'

Eleven Red Leaders--and Then There Were Five

They met in 1950 -- 11 top Chinese and Russian Communist leaders -- to sign a 30-year friendship pact between the Soviet Union and the People's Republic of China. Rare film footage in "NBC White Paper No. 10 -- Red China" will show that historic meeting.

The film is particularly newsworthy because of the changes that have occurred in the 12 years since it was taken. Communist Party Chairman Mao Tse-tung and Premier Chou En-lai are still in control of Red China. But of the nine Russians pictured, only three -- Khrushchev, Mikoyan and Gromyko -- have retained power in the Soviet Union. Stalin and Beria are dead and have been discredited. Kaganovich, Voroshilov, Bulganin and Molotov are in disgrace.

And the friendship pact, according to many observers of Red China, is already coming apart at the seams.

The full-hour examination of Red China to be presented on the NBC-TV Network Sunday, Feb. 25 (10-11 p.m. EST) will include a substantial amount of rare film. NBC has access to most of the film which has come out of Red China during the past four years, including exclusive footage shot by Swiss journalist-photographer Fernand Gigon on a tour of Communist China late last year.

Producer Fred Freed said "Red China" will attempt to evaluate what is happening in that country today, showing its strengths and its weaknesses.

(more)

A. Doak Barnett, chairman of Communist China Studies at Columbia University, who is one of the experts contributing to NBC's authoritative report, says there is reason to believe the Chinese Communists eventually will develop an independent capacity to produce nuclear weapons. "We know that they have capable scientists; we also know that they have at least one reactor operating out of Peking -- it has been there since 1958," he says.

Looking at Red China's agriculture situation, Alexander Eckstein, University of Michigan economist, says China has "very acute food shortages," with each household probably having "relatively little to eat, just enough to keep body and soul together." However, there is no evidence of mass starvation, he says.

Gigon, who spent some time in China five years ago and was able to compare his recent findings with his earlier experience, says, "The people seem tired. They have lost their enthusiasm. For the first time, I heard two or three Chinese grumble about the regime.

"China has stumbled on the great leap forward. I cannot tell you whether she will fall forward or backward. All I can tell you is that China today mirrors a picture of tragedy."

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NBC-New York, 2/13/62

2-X-H



NBC COLOR TELEVISION NEWS

February 14, 1962

IT WILL BE 'THE TONIGHT SHOW, STARRING JOHNNY CARSON'

Versatile TV Star to Replace Jack Paar as Permanent Host of NBC-TV's
Late-Night Color Broadcast Entertainment Series, Starting Oct. 8

Johnny Carson, one of television's most talented and versatile personalities, will replace Jack Paar as the permanent host of NBC-TV's late-night entertainment show (Monday-through-Friday color broadcasts, 11:15 p.m. to 1 a.m. NYT) beginning Monday, Oct. 8, it was announced today by Mort Werner, Vice President, NBC-TV Programs. The program will be titled "The Tonight Show, starring Johnny Carson."

Jack Paar is leaving the late-night show on March 30 to star in a one-hour prime time weekly color program next Fall on NBC. During the period between April 2 and Oct. 8, several top showbusiness personalities will be program hosts on the "Tonight" show. Art Linkletter and Joey Bishop have already been announced as the first interim hosts.

"Johnny Carson is a fine comedian and a man of many talents," Mr. Werner said. "He has an affinity for people, and they have for him. He can establish quick rapport with an audience and hold it -- a most important quality in the presentation of a live, late-evening, hour-and-three-quarters television show every night. We feel that the show will be in excellent hands, and we're delighted to have Johnny with NBC in this important assignment."

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Television audiences have seen Johnny Carson often in the role of panelist on such programs as "What's My Line?" "To Tell the Truth," "Password" and "I've Got a Secret." He has appeared as a "stand-up" comedian on "The Steve Allen Show," "The Garry Moore Show" and "The Ed Sullivan Show" and as a dramatic actor on "The U. S. Steel Hour" and "Playhouse 90." Carson also has served as substitute host on "The Jack Paar Show" for three weeks in the Spring and Fall of 1958. For the past five years, he has been the host of the daytime game show "Who Do You Trust?" on ABC-TV. On Wednesday, Feb. 21, Carson will be a guest star on "Perry Como's Kraft Music Hall" color broadcast on NBC-TV.

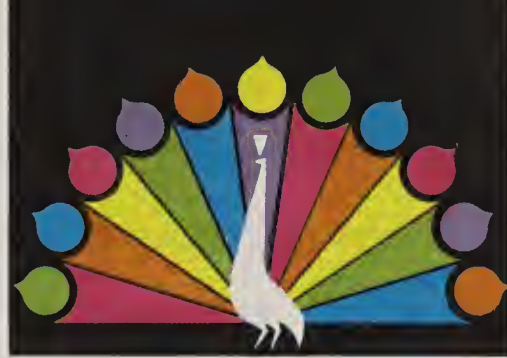
Carson's career as a professional entertainer was launched in Norfolk, Neb., where he appeared as a teen-age magician and ventriloquist. He rose to national prominence in television after several years of apprenticeship in local radio and television shows in Lincoln and Omaha, Neb., and in Los Angeles. Carson's first network TV program, "The Johnny Carson Show," was launched in the Summer of 1955 and continued until 1957, when he switched his activities to the East Coast with "Who Do You Trust?"

Born in Corning, Iowa, 36 years ago, Carson enlisted in the Navy after high school graduation and was an ensign upon discharge from the service. He was graduated from the University of Nebraska, and had doubled as an announcer at KFAB during his student days. Carson is six feet tall, dark-haired and blue-eyed. He is the father of three sons -- Chris, 12; Ricky, 10, and Corey, 8.

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NBC-New York, 2/14/62

NBC COLOR TELEVISION NEWS



February 14, 1962

EXCLUSIVE INTERVIEW WITH JAMES B. DONOVAN, LAWYER WHO NEGOTIATED
POWERS-ABEL RELEASE, WILL BE PRESENTED FEB. 21
ON "DAVID BRINKLEY'S JOURNAL"

An exclusive filmed interview with James B. Donovan, the lawyer who negotiated the simultaneous U.S.-Soviet-East German release of Francis Gary Powers, Frederic L. Pryor and Col. Rudolf Abel, will be presented during "David Brinkley's Journal" color program on NBC-TV Wednesday, Feb. 21 (10:30 p.m. EST).

The interview with Donovan -- who was assigned by Federal Court to defend Abel when the Soviet spy was tried for heading an espionage ring in the U. S. -- was conducted by David Brinkley and was filmed Feb. 13 in New York.

Donovan recalls how he pointed out, at the sentencing of Abel in November, 1957, the value of keeping him alive, rather than executing him for the capital crime. He reads, from the trial transcript, his statement anticipating the day when the Soviet Union or a Soviet ally might hold an American prisoner the U. S. would want returned.

He also tells how he was personally criticized for his role in defending a Soviet agent, and gives his views on the necessity for attorneys in a free society to take such unpopular cases.

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Donovan then offers a step-by-step account of his negotiations with Soviet and East German authorities for the release of Powers and Pryor, an American student held by the East Germans. He tells how he crossed the border through "the wall," traveling on the elevated train into East Berlin and, without credentials, talking his way past East German guards by insisting in a menacing tone that he had an appointment at the Soviet Embassy.

He gives a detailed description of what happened on the Glinicke Bridge on the East-West border where Powers and Abel were released last Friday. He tells of his trip accompanying Powers on his return to this country, and discusses the possibility of an early release of Marvin W. Makinen, another American student, who is serving an eight-year sentence in Russia.

Donovan offers his own analysis of the techniques that the Russians may have used to prepare Powers for his trial on espionage charges after the crash of his U-2 reconnaissance plane in the Ural Mountains.

The interview was arranged by Stuart Schulberg, co-producer of "David Brinkley's Journal," who served with Donovan in the wartime Office of Strategic Services and at the Nuremberg trials.

The program will also include a previously announced segment dealing with a New England fishing fleet that is being crowded off the Georgia Banks by superior Soviet trawlers. The Donovan interview replaces a previously scheduled feature on motels.

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NBC-New York, 2/14/62

NBC TELEVISION NETWORK NEWS

February 14, 1962

"TODAY" SHOW TO VISIT 1962 SEATTLE WORLD'S FAIR

Will Broadcast from Exposition April 23-27

NBC-TV's "Today" show will originate from the 1962 Seattle World's Fair during the week of April 23-27 (Monday through Friday 7-9 a.m. EST). The Fair, officially called the Century 21 Exposition, will open April 21.

"Today" host John Chancellor, Frank Blair, Louise King and the program's entire production staff will travel to Seattle for the week-long series of live broadcasts. The programs from Seattle will continue the "Today" pattern of on-the-spot coverage of important events. "Today" left its home base in New York to cover the 1960 political conventions in Los Angeles and Chicago. Also that year, "Today" took viewers on a five-day tour of Rome, via tape and, in 1959 the program originated four programs from Paris, also on tape.

The Seattle Fair, which will run for six months, is set on a 74-acre site overlooking Puget Sound. About 10 million visitors are expected to visit the Fair, which has a space-age theme. Twenty-nine nations are sponsoring exhibits, including the United States, which is putting on the most elaborate display.

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FRANCIS S. MANGAN IS APPOINTED ACCOUNT EXECUTIVE,
NBC-TV CENTRAL DIVISION SALES

Francis S. Mangan has been appointed an Account Executive, NBC-TV Central Division Sales, it was announced today by Angus Robinson, NBC Vice President, Central Division Sales.

Mr. Mangan returns to Chicago from Philadelphia, where he had been National Sales Director at WRCV-TV. He was with NBC-TV Spot Sales, Chicago, from 1955 to April, 1961. He was Manager of the Central Division Spot Sales office in Chicago from May, 1959, until transferring to the Philadelphia station last April.

Before joining NBC in 1955, Mr. Mangan spent two years with the Katz Agency and previously was in the advertising department of the Chicago Tribune for more than eight years.

Mr. Mangan was born in Chicago and attended Loyola Academy and Loyola University there, and also Detroit University. He is a Navy Air Corps veteran of World War II.

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NBC-New York, 2/14/62

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NBC COLOR TELEVISION NEWS

February 15, 1962

'THE KRAFT MUSIC HALL GOES WEST'

Rex Allen Stars in NBC-TV Color Special of Feb. 28, When Guests
Are Jaye P. Morgan, Magician Ballantine and Sons of Pioneers

Perry Como's Roncom Productions Inc. will present Western star
Rex Allen in "The Kraft Music Hall Goes West," an NBC-TV color special,
Wednesday, Feb. 28 (9-10 p.m. EST). The program pre-empts "Perry Como's
Kraft Music Hall" that night only.

Guests on the hour of Western songs, music and comedy, include
vocalist Jaye P. Morgan, comedian-magician Carl "The Great" Ballantine,
and the Sons of the Pioneers, vocal-instrumental group. Allen's trained
horse KoKo, also will be featured. Vic Schoen will be music director.

"The Kraft Music Hall Goes West" will be sponsored by Kraft
Foods Division of National Dairy Products Corporation (through the J.
Walter Thompson Company).

The program, taped at the Corriganville Ranch in Hollywood,
was produced and directed for Roncom by Stan Harris. Script is by
Goodman Ace and his staff -- Selma Diamond, Jay Burton, Frank Peppiatt
and John Aylesworth -- with special material by Austin Kalish.

Allen started as a radio singer on "National Barn Dance." He
had his own series with the Sons of the Pioneers which led to 32
feature-length films. He composed over 300 songs and made numerous
recordings. Allen also starred in the "Frontier Doctor" TV series. With
his horse KoKo, Allen is a top rodeo and country fair attraction.

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February 16, 1962

NBC-TV RENEWS 'FURY' FOR EIGHTH SEASON

"Fury," the award-winning contemporary Western film series about a young boy and his horse, has been renewed for its eighth season by the NBC-TV Network.

"Fury," which started on NBC-TV in October, 1955, is broadcast Saturday mornings (11-11:30 a.m. EST). The series of repeat episodes stars Bobby Diamond as Joey, a city waif who was brought to the Broken Wheel Ranch to be raised and whose constant companion is the spirited black stallion, Fury. Other cast regulars are Peter Graves as Joey's guardian, Jim Newton, owner of the ranch; William Fawcett as Pete, the ranch foreman; Roger Mobley and (in some episodes) Jimmy Baird as Joey's young friends, Packy and Peewee.

"Fury" stories have consistently demonstrated the value of honesty, courage, good sportsmanship and civic responsibility. Individual episodes have stressed the importance of such organizations as the Red Cross, 4-H Clubs, Boy Scouts, A.S.P.C.A. and Junior Achievement. In recognition of its public service programming, the series has been commended by the National Education Association and has received citations from the Junior Achievement Program, U. S. Civil Defense Organization, United Community Funds and California Safety Council.

"Fury" is packaged by the International Television Corporation.

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WINNERS OF NBC PROMOTION MANAGERS CAMPAIGN

ON A ONE-WEEK VISIT TO HOLLYWOOD

Winners of the Fourth Annual NBC Promotion Managers Awards Campaign will arrive in Hollywood Saturday, Feb. 17 for a one-week, all-expenses-paid visit, it was announced today by Alexander S. Rylander, Vice President, Promotional Services, National Broadcasting Company.

Mr. Rylander is accompanying the winners, who are: Caley Augustine, WIIC, Pittsburgh, Pa.; James Knight, WTRF-TV, Wheeling, W. Va.; Cal Mahlock, WKJG-TV, Fort Wayne, Ind.; Don Fischer, WCKT, Miami, Fla., and Dick Paul, WAVY-TV, Norfolk, Va.

While in Hollywood the group will visit Disneyland, attend the taping of the Feb. 27 "Bob Hope Show," tour various studios including those at NBC Color City, Revue, Four Star, MGM and Paramount. In addition they will be guests at a dinner where the hosts will be NBC-TV's "Bonanza" stars (Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon). The group will also visit well-known restaurants, including Romanoff's and the Cocoanut Grove.

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NBC-New York, 2/16/62

February 16, 1962

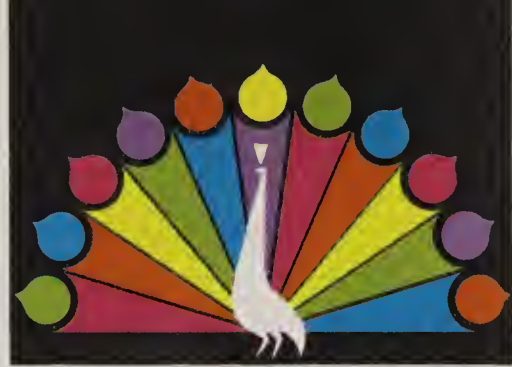
ED HERLIHY--'VOICE' ON NBC PROGRAMS FOR AMERICAN MOTORS AND KRAFT--
IS HONORED GUEST SPEAKER AT SOUTHEAST COUNCIL OF THE FOUR A'S

Ed Herlihy, the "voice of American Motors (Rambler)" on NBC Radio's "Monitor," and the "voice of Kraft Foods" on NBC-TV's "Perry Como's Kraft Music Hall" color broadcasts, will be the honored guest speaker at the Southeast Council of the American Association of Advertising Agencies in Atlanta, Ga., today (Feb. 16), it was announced by Alexander S. Rylander, Vice President, Promotional Services, National Broadcasting Company.

Mr. Herlihy was invited by the Southeast Council because they considered him to be "one of America's outstanding creative selling personalities." Mr. Herlihy will speak on the program theme: "Making More Sales Through Creativity."

The meeting will explore avenues toward constructive improvements in the creative aspects of the advertising agency field.

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February 16, 1962

BORIS KARLOFF TO BE SPECIAL GUEST STAR
OF 'THE PARADINE CASE' ON 'THEATRE 62'

Boris Karloff has been signed as special guest star in "The Paradine Case," a live color drama on "Theatre 62," Sunday, March 11 (NBC-TV, 10-11 p.m. EST).

"The Paradine Case" color broadcast will be based on the David O. Selznick screen classic. It is the story of an intense young lawyer who defends a woman accused of murdering her husband. Popular sentiment is against the woman, and her case becomes a cause celebre. Karloff will portray Sir Simon, the respected solicitor who persuades the young lawyer to take the case. Other casting will be announced.

Karloff is regular host and occasional star of the "Thriller" series (NBC-TV, Mondays, 10-11 p.m. EST). He re-created his famous stage role in "Arsenic and Old Lace" on the "Hallmark Hall of Fame" color broadcast of Feb. 5, also on NBC-TV.

"The Paradine Case" will be adapted for television by Robert Goldman, who adapted "The Spiral Staircase," the season's opening "Theatre 62" drama. Alex March will direct "The Paradine Case." The producer is Fred Coe.

The American Gas Association, through Lennen and Newell Inc., is the sponsor.

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COUNCIL BROADCASTERS' FELLOWSHIP HONORS NBC'S DORIS ANN
FOR LEADERSHIP IN THE FIELD OF RELIGIOUS TV PROGRAMMING

Doris Ann, manager of religious programs for the NBC Television Network, has been honored for leadership in the field of religious TV programming.

The Council Broadcasters' Fellowship, on behalf of major Protestant religious broadcasters, cited Miss Ann and the network this week for "outstanding programs of inspiration and information" in 1961. Ella Harlee, president of the C. B. F., presented the award.

Miss Ann is executive producer of the NBC Television religious program which, during a 52-week annual schedule, is on view 24 times as "Frontiers of Faith," 16 as "The Catholic Hour," eight as "The Eternal Light," twice as "The Southern Baptist Hour," once as "I Believe" and once as "Faith and the Bible." In addition, Miss Ann produces specials for religious holidays and other occasions.

In quest of fresh television fare in 1961, she headed the NBC-TV religious programs unit in the making of an on-location "Report from Moscow," a four-part "England Revisited" series, and "From the Most High Cometh Healing," made in North Carolina and Louisiana.

The Council Broadcasters' Fellowship is made up of leaders in the field of Protestant religious broadcasting.

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NBC-New York, 2/16/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 19, 1962

NBC NEWS TO PROVIDE EXTENSIVE TV AND RADIO
COVERAGE OF MRS. JACQUELINE KENNEDY'S
GOOD-WILL VISIT TO INDIA AND PAKISTAN

NBC News will provide extensive coverage of Mrs. John F. (Jacqueline) Kennedy's good-will tour of India and Pakistan next month, with White House correspondent Sander Vanocur, New Delhi correspondent Welles Hangen, two camera crews and special writers following the First Lady's activities.

The entire "Chet Huntley Reporting" program Friday, March 9 on the NBC-TV Network (10:30 p.m. EST) will be devoted to Mrs. Kennedy's trip. It will present coverage of the early part of her itinerary and views of the places she plans to visit afterward. Special features will be included in the "Today" show (NBC-TV, Monday through Friday, 7-9 a.m. EST). Vanocur will describe Mrs. Kennedy's tour in his regular NBC-TV program, "Bristol-Myers Saturday Night Report" (6-6:15 p.m. EST) and "NBC News Afternoon Report" (Monday through Friday, 4:55 to 5 p.m. EST). Additional coverage will be presented on other news programs on the NBC Television and NBC Radio Networks.

An advance contingent will be headed by Leonard Allen, Manager, News, who will establish contacts, make arrangements for radio circuits and, throughout Mrs. Kennedy's trip, will coordinate the daily coverage.

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2 - Mrs. Kennedy's Good Will Tour

This group will include writer Walter Pfister of the "Chet Huntley Reporting" staff, cameraman Dexter Alley of NBC News Hollywood and soundman Digby Jones of NBC News London.

Two camera crews will join the press plane in New Dehli and remain with Mrs. Kennedy's party during the entire tour. Cameraman Chris Callery of NBC News London and soundman Jones will work on special features, while cameraman Hans Klingeberger and soundman S. Darira of New Delhi will concentrate on spot coverage.

"Today" reporter Barbara Walters will develop features for that program.

Mrs. Kennedy is expected to arrive in New Delhi on March 4 after a pre-tour stop in Rome. Her tour, extending through March 26, calls for visits to Mysore, Calcutta, Benares, Agra, Udaipur and Jaipur, India, and Lahore, Rawalpindi, Peshawar, Khyber Pass and Karachi, Pakistan.

* * *

"TODAY" TO INCLUDE RADIO AND FILM REPORTS ON MRS. KENNEDY'S TOUR

NBC-TV's "Today" show will present its first report on Mrs. Jacqueline Kennedy's visit to India from "Today" reporter Barbara Walters on the broadcast of Monday, March 5 (7-9 a.m. EST).

In the report, which will be a live radio transmission from New Delhi, Miss Walters will describe Mrs. Kennedy's first day in India. Because of the time difference, it will be early evening in the Indian capital when it is 7 a.m. in New York.

In addition to presenting regular radio reports during the First Lady's visit to India and Pakistan, Miss Walters also will prepare film stories for "Today." These will include not only various aspects

(more)

February 19, 1962

NBC RECEIVES HOLLYWOOD ADVERTISING CLUB'S FIRST-PLACE AWARD
FOR BEST PROMOTIONAL PROGRAM TRAILER BY A TV NETWORK

A first-place award for the best promotional program trailer by a television network was presented to the National Broadcasting Company by the Hollywood Advertising Club last week.

Edward D. Ropolo, Manager of On-the-Air Promotion, West Coast, accepted the award on behalf of John H. Porter, Director of National Advertising. Actress Ann Doran of NBC's "National Velvet" made the presentation. The award was for a trailer promoting NBC-TV's "Thriller," and was the only award won by a network.

Ropolo produced the trailer at Grafica I Productions. He was aided by Stanley Canter, Northrop Ketchum and Arthur Schneider, all NBC employees.

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REVISED CREDITS FOR 'TODAY' ON THE NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday,
7-9 a.m. EST.

With: Host John Chancellor, Frank Blair and "Today
Girl" Louise King

Format: Late news reports; interviews with prominent
people in politics, government, the arts,
science, sports and other fields; musical
entertainment and other features.

Premiere date: Jan. 14, 1952

Producer: Robert Northshield

Associate Producer: Craig Fisher

Directors: Larry Owen Jr., Charles Hill and (in
Washington) Charles O. Jones Jr.

Program Manager: Don Silverman

Editorial Supervisor: John Dunn

Reporter: Paul J. Cunningham

News Editors: Dick Graf and Helen Marmor

Program Writers: R. A. Ballard, Chuck Horner, John Lord,
Sanford Sheldon, Alan Smith and Barbara
Walters.

News Writers: Dennis Dalton, Lamar Falkner, Alan Mohan
and Joe Mehan

Commercial Producer: Win Welpen

Unit Managers: Glenn Botkin and Gene Whitlock

Associate Directors: Jim Gaines, Richard Lerner, Paul Ransom and
Lillian Russo

Production Assistants: Lou Bradley, Lucille Casey, Marie Finnegan,
Joan Kanya, Betty Quadt and Barbara
Trostler

Research: Doreen Chu and Richard Arlett

Settings: Frank Skinner Jr.

Graphic Artists: Lou Cuevas and Norman Moore

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2 - 'Today' Credits

Stage Managers: Eddie Hugh and Jim Straka

Film Editors: Lou Ferrara, Thomas R. Galvin, William
McGoldrick and Harold J. Ross

Technical Directors: Hank Bomberger and Gary Iorio

Lighting Director: Ian McKeown

Audio Engineer: Steve Madrick

Video Engineer: Harry Katzman

Film Technical Director: Carlos Clark

Sponsors: Various

Origination: Live from NBC-TV's New York studios.

NBC Press Representatives: Stan Appenzeller (New York); Bill Faith
(Hollywood).

* * *

Theme Song: "Crepescale" by Django Reinhardt

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NBC-New York, 2/16/62

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 20, 1962

HOW NBC NEWS BROUGHT COMPLETE SIGHT-AND-SOUND STORY
OF ASTRONAUT GLENN'S ORBITAL FLIGHT TO THE NATION

Full and continuous coverage of the launch preparations, lift-off, flight and recovery of Marine Lt. Col. John H. Glenn Jr., the first American to be placed in orbit around the earth, was carried on the NBC-TV Network today (Tuesday, Feb. 20).

The NBC News coverage started at 6:30 a.m. EST and was continuing more than an hour after Glenn was picked up in the Atlantic by the U. S. destroyer Noa. The network scheduled a special program reporting on the flight and its significance in the U. S. space effort for same-day showing (10-11 p.m. EST).

The coverage, under the over-all title of "American in Orbit," featured NBC News correspondent Frank McGee as anchorman in New York and correspondents Roy Neal, Peter Hackes and Herb Kaplow at Cape Canaveral. It was sponsored by the Gulf Oil Corporation as part of its series of NBC Special News Reports.

The NBC News coverage was under the general supervision of Elmer W. Lower, Director, News and Public Affairs. The producer was Chet Hagan. The focal point of the coverage was Cape Canaveral where the NBC News operation was supervised by Donald Meaney, Manager of Special News Projects. James Kitchell directed TV operations at the Cape.

The coverage drew on an NBC team of some 200 correspondents, editors, producers and technicians at Canaveral and New York and at such locations as San Diego, Calif.; Arlington, Va.; New Concord, Ohio,

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and Washington, D. C. There was also coverage from London and other overseas locations. The live remotes were handled in New York by Jerome Jacobs, assistant producer.

NBC News set up its own wire service for the coverage. This service, filed out of Cape Canaveral, reported the sighting of the space capsule and parachute and its landing in the water before the event was reported from the aircraft carrier Randolph.

NBC-TV had top position in the ratings during the coverage of the flight. Arbitron average ratings in New York and Chicago from 6:30 a.m. to 2 p.m. EST gave NBC a 42 per cent share of the audience, compared to 39 per cent for CBS and 11 per cent for ABC. The ratings were 14.9 for NBC, 13.9 for CBS and 3.8 for ABC.

The NBC News coverage included numerous remote pickups from correspondents at key locations -- from Sander Vanocur at the White House, Robert Goralski on Capitol Hill, Martin Agronsky at Glenn's home in Arlington, Va., and James Hurlbut at the home of the astronaut's parents in New Concord, Ohio.

At General Dynamics Astronautics in San Diego, NBC News correspondent Elmer Peterson showed the company's tracking station and presented its reports on Glenn's heart beat and respiration and other data received from the space capsule.

There were live audio reports from U. S. carriers in the recovery areas -- the Forrestal, Antietam and Randolph. In another audio report, NBC News correspondent Robin MacNeil reported from London on the "warmly enthusiastic" reaction of the British.

NBC-TV also carried live President Kennedy's remarks about Glenn's flight. The President spoke from the steps of the White House

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shortly after Glenn had been picked up by a Navy destroyer. There was also coverage of interviews with Glenn's wife, children and parents after the flight.

At Canaveral, before the lift-off, Peter Hackes interviewed Rep. James G. Fulton (R.-Pa.), who criticized the "garden-variety" technical failures that caused delays in the launching. Fulton said that manufacturers should be bonded and should sacrifice the bond if any of their equipment failed and caused a delay in a missile launching.

The NBC-TV coverage included numerous other interviews with freinds and associates of Glenn and with members of the Mercury team -- the head of the world-wide rescue operation set up for the flight, the astronaut's secretary and experts on the Atlas booster, the guidance systems and the network of tracking stations.

* * *

COMPREHENSIVE REPORTS ON ORBIT FLIGHT PRESENTED SWIFTLY ON NBC RADIO

NBC News' radio coverage of the orbital flight of astronaut John H. Glenn Jr. began at 6:30 a.m. EST today, with live coverage starting a half-hour later. The NBC Radio Network coverage was scheduled to continue live until the complete story of the flight had been reported.

The NBC Radio coverage of the flight was picked up by the British Broadcasting Corporation and carried in full in England. Excerpts of it also were fed by the BBC to British Dominion countries all over the world.

The 6:30-7 a.m. EST segment presented background material and included live reports by three NBC News correspondents -- Bryson Rash from Glenn's home in Arlington, Va.; Tom Clark from the home of the

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astronaut's parents in New Concord, O., and Robert Goralski from Washington. It also presented taped interviews with Lt. Col. Glenn and with Lt. Col. John A. Powers, public affairs officer for Project Mercury.

The live coverage was produced from Cape Canaveral, Fla., by Russell C. Tornabene, Manager, News Operations, New York, with newsman Edward Gough in New York as co-producer. It was interrupted only for "World News Roundup" from 8:30 to 8:45 a.m. EST and for "NBC News-on-the-Hour."

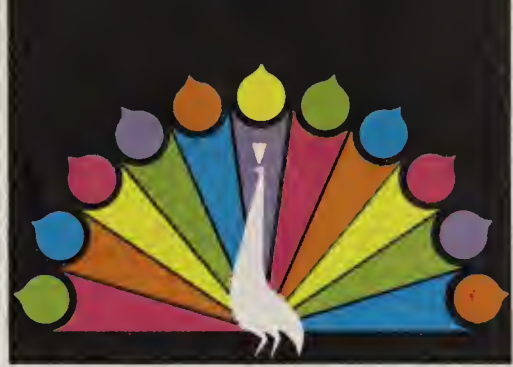
Special features included two-way talks between NBC News correspondents Russell Jones (in Moscow) and Merrill Mueller (at Cape Canaveral), and between Mueller and correspondent Robin MacNeil in London. Jones reported Russian reaction and MacNeil discussed with Mueller some of the questions the British were asking about the flight. Another feature was a report from correspondent John Hlavacek in Havana on how Cubans had been poking fun at the United States for the delay in the orbital launching.

A same-day "American in Orbit," program, giving highlights of the flight was scheduled for 9:05-10 p.m. EST on the NBC Radio Network, with Ray Hasson producing and Steve Flanders as narrator.

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NBC-New York, 2/20/62

NBC COLOR TELEVISION NEWS



February 20, 1962

DU PONT TO SPONSOR NEW FULL-HOUR NBC-TV SERIES IN 1962-63,
STRESSING DRAMA PLUS DRAMA-DOCUMENTARIES AND
MUSICAL VARIETY--MOST SHOWS IN COLOR

A new full-hour program series -- emphasizing drama but also embracing drama-documentary and music-variety broadcasts, largely in color -- will be sponsored by the E. I. du Pont de Nemours & Company for presentation during 1962-63 on the NBC Television Network.

The announcement was made today by Walter D. Scott, Executive Vice President, NBC Television Network.

The new project by the Du Pont Company, which is currently sponsoring NBC-TV's Sunday night (10-11 p.m. EST) "Du Pont Show of the Week" series, will premiere in the same day-and-time period Sunday, Sept. 16.

The new series will present 32 broadcasts produced by NBC, highlighted by dramas by top writers and producers as well as by originals in the musical variety and dramatic documentary fields. Included will be 14 original dramas, six drama-documentaries to be produced by NBC News and two seasonal music-variety shows.

In announcing the new Du Pont series, Mr. Scott said, "We are delighted that the Du Pont Company will be presenting these programs in terms of first-class theatre. There will be no continuing theme, save

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that of the highest standards of creation and execution -- with a goal to present to an adult television audience entertainment that is stimulating and motivating.

"There is an obvious demand on the part of the public and critics alike for programs of high dramatic and artistic quality. We feel that, in its fresh approach, Du Pont's series for 1962-63 will be an important answer to this demand."

Commenting on the new series, a spokesman for the Du Pont Company said, "Our experience with the current 'Du Pont Show of the Week' has revealed a definite viewer preference for drama. Thus, the focal point for our new series will be in this area.

"In addition, we will supplement the dramas with two musical variety seasonals (possibly at Christmas and Easter) and several drama documentaries about interesting people or exciting events, such as 'Police Emergency,' seen on 'Du Pont Show of the Week' last Sunday."

Dramas for the new series will be fashioned from the broad currency of adventure, romance, mystery, suspense and comedy. Musical programs will be designed to fit the season in which they are aired, and will be presented as pure musical variety. All programs, except some drama-documentaries, will be presented in color. Most will originate in New York.

NBC will soon appoint an executive producer for the new series who will have responsibility for obtaining the most qualified producers, directors, writers and talent for each of the programs.

The agency for the Du Pont Company is Batten, Barton, Durstine & Osborn Inc.

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NBC-New York, 2/20/62

NBC TELEVISION NETWORK NEWS

February 20, 1962

FOUR MAJOR SURGICAL OPERATIONS (HEART AND ARTERY CASES)
TO BE SEEN IN FIRST OF THREE 'BREAKTHROUGH' SPECIALS
SPONSORED ON NBC-TV NETWORK BY THE PUREX CORPORATION

"Breakthrough: Heart and Artery Surgery," a special full-hour program showing four major operations in four different cities to illustrate dramatic new advances in life-saving surgery, will be presented on the NBC-TV Network Monday, April 23 (10-11 p.m. EST).

The NBC News program will be the first of three "Breakthrough" specials reporting on important new progress in the fight against disease. The "Breakthrough" program on heart and artery surgery will be sponsored by the Purex Corporation, through the Edward H. Weiss Co.

The program is produced by Lou Hazam and written and researched by Leonard Engel, noted writer on medical and scientific subjects. Charles Christensen is associate producer and director.

The taped program covers open-heart operations in Washington, Minneapolis, and San Francisco, and an artery operation in Houston. The television pictures are fed from the operating rooms to an NBC studio in New York, where they are discussed by NBC News correspondent John Chancellor and Dr. Henry Swan of the University of Colorado, a pioneer of open-heart surgery.

A two-way audio circuit between the studio and each of the operating rooms permits the surgeons to explain the operations in detail as they are performed and televised. The surgeons, all pioneers in their

(more)

fields, are Dr. Charles A. Hufnagel, Washington; Dr. Michael E. De Bakey, Houston; Dr. C. Walton Lillehei, Minneapolis, and Dr. Frank Gerbode, San Francisco.

Dr. J. Scott Butterworth, president of the American Heart Association, will appear on the program to give a progress report on the breakthrough in heart surgery.

Dr. Hufnagel of the Georgetown Medical School will be seen in Washington performing an operation on Mrs. Celestia Hammond, a patient with a diseased heart valve. The surgeon will be shown stopping the heart by cooling it with ice, then connecting the patient to a heart-lung machine which temporarily takes over the functions of the heart. He will repair the diseased aortic valve by replacing a defective flap of tissue, or leaflet, with an artificial one.

Dr. De Bakey of the Baylor College of Medicine, one of the founders of blood-vessel surgery, will be seen in Houston performing an operation on Mrs. Geneva Lallier, who suffered a stroke because of a block in a neck artery that reduced the flow of blood to the brain. He will show how he removes the block and thus restores the essential flow of blood. He will also demonstrate how the blood pressure on either side of the block is measured before and after the operation.

Dr. Lillehei of the University of Minnesota will be seen operating on Theodore Kohnhorst, whose heart stopped beating for a minute or more on four different occasions. The surgeon will be shown implanting an electronic device in the patient's abdomen -- a device known as a "pace-maker," which stimulates the heart to beat by putting out tiny pulses of electricity. The pace-maker will be shown as it is placed under the skin where it can be removed for repair or replacement of batteries.

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Dr. Gerbode will be seen at the Presbyterian Medical Center of Stanford University operating on 10-year-old Robert Metcalf, who was born with a heart defect -- an opening between the ventricles, the main pumping chambers of the heart. The surgeon shows how he makes an incision into the heart to get at the defect, then uses sutures to close the intraventricular opening. Dr. John J. Osborn demonstrates the use of the heart-lung machine to cool, oxygenate and pump the patient's blood during the operation.

In segments filmed after the taping, the patients will be seen recovering from their successful operations.

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NBC-New York, 2/20/62

NBC TRADE NEWS

February 20, 1962

NBC RADIO NETWORK REPORTS \$912,492 SALES FOR 3 WEEKS

NBC Radio new and renewed sales to nine clients, totaling \$912,492 over the three-week period ending Feb. 16, were announced today by George A. Graham Jr., Vice President and General Manager, NBC Radio Network.

Among the clients is Aetna Casualty & Surety Co., Hartford, Conn., making its network radio debut. The Aetna order, placed through Remington Advertising Inc., Hartford, calls for a 13-week announcement schedule in "Monitor 62" beginning June 9.

Philip Morris Inc., on behalf of Parliament cigarettes, purchased a 52-week "Monitor" lineup through Benton & Bowles Inc.

P. Lorillard Co., through Lennen & Newell Inc., ordered a 24-week schedule on "Monitor" starting March 31. Other clients buying into "Monitor," "Emphasis," "News of the World" and NBC Radio's coverage of the orbit of astronaut John H. Glenn Jr. include:

Curtis Publishing Co., on behalf of the Saturday Evening Post, placed through Batten, Barton, Durstine & Osborn Inc.; Quaker Oats Co. through Compton Advertising, Inc.; Mentholatum Co. through J. Walter Thompson Co. Inc.; Electric Storage Battery Co., Cleveland, for Willard Batteries, through Meldrum & Fewsmith Inc., Cleveland; Gulf American Land Corp., Cape Coral, Fla. through Paul Venze Associates, Baltimore.

American Motors, through Geyer, Morey, Madden & Ballard Inc., has increased its coverage of "American in Orbit" from two and one-half to three and one-half hours.

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February 20, 1962

NBC DESIGNS AND ENGINEERS NEW TV TAPE EDITOR-ANALYZER
- - -
Device Cuts Time for Editing Duplicate Tapes--Increases
Tape-Surveying Speed by 2,000 Percent

A new device to edit and analyze television tape has been designed and engineered by NBC to speed the editing and to record the quality of the tape, it was announced today by William H. Trevarthen, Vice President, Operations and Engineering, National Broadcasting Company.

Mr. Trevarthen said the machine began operation this month. It is called a television tape editor-analyzer.

The device has sharply reduced the amount of time previously devoted to the editing of duplicate tapes, and it has enabled NBC to increase -- by 2,000 percent -- the speed of surveying a backlog of used tape, subsequently salvaging sizable segments for future use.

The function of the machine as an editor enables NBC to obtain copies of the so-called "master tape" of a program without viewing the program while editing. The operation requires the installation of a "recording sound" head (a device for audio reproduction), which has both the program and the "cue track" (guide line) audio pickup coils -- magnets used to reproduce audio portions of tapes accurately. The tape's "cue track" is integrated with a "talking clock" (a device announcing elapsed time in minutes and seconds), which records to the

(more)

nearest second the location of frames within a tape. By referring to records of splices in the "master" tape, the operator of the machine can make identical splices in duplicating tapes and NBC obtains exact copies of the master tape.

Operation of the machine as an analyzer requires replacing the "recording sound" head with a "photo cell" head, which is a small electric eye. The machine then electrically surveys tape at a rate of 1,600 feet per minute and records on a graph the exact location of all splices in a tape. Before this development, tape was analyzed at a rate of 80 feet per minute by a physical "thumb-touch" method, a tedious process which proved inadequate for analyzing tape as fast as it was used.

Fred Himelfarb, Project Engineer, developed the machine under supervision of James L. Wilson, Director, Engineering, National Broadcasting Company. Plans for making the editor-analyzer began in June, 1961, and actual construction was undertaken and completed in January, 1962.

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NBC-New York, 2/20/62

February 20, 1962

ART LINKLETTER'S "PEOPLE ARE FUNNY" GROSSES HALF-MILLION
IN LESS THAN MONTH OF SYNDICATION SALES BY NBC FILMS

Art Linkletter's "People Are Funny" has grossed a half-million dollars in less than a month of selling in syndication, it was announced today by Bill Breen, National Sales Manager, NBC Films.

The package, containing 150 of the more than 200 half-hour episodes that were televised over the NBC-TV Network from 1954 through 1961, has already been sold to 14 stations. During its network run, "People Are Funny" was scheduled in several evening time periods and earned a seven-year average Nielsen audience share of 37.4 per cent. Mr. Linkletter won a top-ten per cent "Q-rating" in 1959, 1960 and 1961.

(Linkletter will be the first interim host on the NBC-TV "Tonight" color broadcasts during the weeks of April 2 and 9, immediately following Jack Paar's departure.)

The recently completed station-by-station sales of "People Are Funny" include: WPIX, New York City; KPHO-TV, Phoenix; WUSN-TV, Charleston, S. C.; WNBQ, Chicago; WBRE-TV, Wilkes-Barre; WWJ-TV, Detroit; KMSP-TV, Minneapolis; KVOS-TV, Bellingham, Wash.; KGO-TV, San Francisco; WFBC-TV, Greenville, S. C.; KPTV, Portland, Ore.; WPSD-TV, Paducah, Ky.; WLBZ-TV, Bangor, Me., and KCPX-TV, Salt Lake City.

Morris Rittenberg, President, NBC Films, commented:

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"This immediate response by the stations to the syndicated 'People Are Funny' comes as no surprise. The show has everything -- a top personality, a brilliant track record and an audience-participation format that is a natural for daytime stripping. The path has been cleared by the stations' successes with our syndicated 'The Best of Groucho.'"

The placing of "People Are Funny" directly into the syndication market following its network run is in keeping with an NBC Films pattern: skipping daytime network exposure to guarantee stations a first-run product in their daytime programming.

"People Are Funny" was produced by John Guedel, whose "The Best of Groucho" series preceded the Linkletter show into syndication via NBC Films.

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NBC-New York, 2/20/62

February 20, 1962

NBC INTERNATIONAL SELLS 324 HOURS OF TV PROGRAMMING
TO STATION DZAQ-TV IN MANILA

NBC International has sold 324 hours of television programming to station DZAQ-TV in Manila, it was announced today by G. William Kreitner, Director, Far East Operations for the network. The negotiations were concluded with Eugenio Lopez, president of the station's parent company, Bolinao Electronics Corporation.

The 16 NBC International series in the Philippine sale include "NBC White Paper," "Project 20," "Best of Groucho," "87th Precinct," "Dr. Kildare," "Bonanza" and "Life of Riley."

"The rapid expansion of the Philippine market," Mr. Kreitner said, "is reflected in the variety of shows that were purchased. Almost every major program category is included: public affairs, drama, comedy, adventure and western. Competition there is becoming keener with three Manila stations now vying for the increase in local advertising."

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ROBERT H. WHITE, RETIRED MEMBER OF NBC SALES STAFF, IS DEAD

Robert H. White, a retired member of the sales staff of the National Broadcasting Company, died Friday, Feb. 16, in New York City. He was 71 years old.

Mr. White joined NBC on Oct. 1, 1934, as manager of the company's Detroit office and later served in sales capacities in Cleveland and New York. He was reassigned to Detroit in 1953 and retired from that office March 31, 1955.

Prior to joining NBC Mr. White had varied experience in the automotive field and had been active in the planning and direction of radio programs for automobile accounts since 1928. He had served as advertising manager of Pontiac Motors, assistant advertising manager of the General Motors Radio Co. of Dayton, Ohio, and advertising manager for the Delco-Light farm lighting system of the Delco Appliance Corp.

Mr. White is survived by three daughters, Maryline White, Mayo White Brainerd and Barbara White Parke.

Services for Mr. White were held at Grace Episcopal Church, White Plains, N. Y. today (Feb. 20).

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NBC-New York, 2/20/62

CAST AND CREDITS FOR 'THE BOB HOPE SHOW' ON NBC-TV TUESDAY, FEB. 27

Program: "The Bob Hope Show" third comedy special of the 1961-62 season.

Date and Time: NBC-TV Network, Tuesday, Feb. 27, 9 to 10 p.m. EST. (Pre-empts "The Dick Powell Show" this date only.)

Starring: Bob Hope, with Steve Allen, Joan Collins, Joanie Sommers and David Rose and his Orchestra.

Special Guest; Jack Paar

Featuring: Joi Lansing, Sid Melton and Robert Strauss.

Produced By Jack Hope

Directed By Jack Shea

Written By John Rapp and Lester White, Mort Lachman and Bill Larkin, Charles Lee

Consultant: Norman Sullivan

Additional Material By Gig Henry

Associate Producer: Sil Caranchini

Art Director: Bob Corrigan

Costumes: Kate Drain Lawson

Makeup: J. Manning Smith

Associate Director: Clay Daniel

Lighting: Bud Wilkins

Audio: John Pawlek

Video: Les Shaw

Assistant to the Producer: Onnie Morrow

Sponsors (and Agencies): Timex Corp. for two-thirds of the show (Warwick & Legler); Scripto Inc. for one-third (McCann-Marschalk Co., Inc.)

Origination: NBC Studios, Burbank, Calif.

NBC Press Representatives: Bill Faith (Burbank); Al Cammann (New York).

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NBC-New York, 2/20/62

NBC TELEVISION NETWORK NEWS-X-H

'THE WORLD OF JACQUELINE KENNEDY' TO BE EXPLORED
IN FULL-HOUR NBC SPECIAL PROJECTS TV PROGRAM

FOR RELEASE FRIDAY A.M., FEB. 23

An NBC Special Projects program exploring the world of Jacqueline Kennedy went into production in the White House this week.

Donald B. Hyatt, Director of Special Projects and executive producer of "The World of ---" series, announced today that the full-hour TV portrait of the First Lady will be broadcast Sunday, March 25 (9-10 p.m. EST). The Purex Corporation will sponsor the program.

Eugene S. Jones, producer and director of the series, is currently at work in the White House with a highly mobile sound-film crew. The cameras will cover the offices of Mrs. Kennedy's aides, document her restoration of the White House with 18th and 19th Century American antiques, and visit the homes of some of the persons in Washington who know her best.

"The program will give viewers a close look at a fascinating world, a fascinating woman and her own contribution to current American history," Hyatt said. "The major portion will be devoted to her days in the White House as First Lady, though we also will explore historically, through stills-in-action and existing film footage, her girlhood and young womanhood in New York and East Hampton and, later, in Washington and Newport; her introduction to society; her marriage; her years as a senator's wife in Georgetown, and her role in the 1960 Presidential campaign."

(more)

Among the many facets of Mrs. Kennedy's life today outside the White House, the program will examine her impact on United States fashion and her overseas travel. Hyatt said the Special Projects unit will accompany her on her visit to India and Pakistan next month, a trip recently upgraded from "personal and private" to "semi-official."

Joseph Liss will write the script, and Robert Emmet Dolan will compose and conduct an original orchestral score. Joseph Reina is associate producer.

"The World of Jacqueline Kennedy" will be the fifth of five NBC Special Projects "worlds" this season. Earlier principals were Bob Hope, Dr. Billy Graham and General James J. Doolittle, with Sophia Loren scheduled for Tuesday, Feb. 27 (7:30-8:30 p.m. EST).

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NBC-New York, 2/21/62

NBC TELEVISION NETWORK NEWS

February 21, 1962

NBC-TV AND RADIO NETWORKS PLAN LIVE COVERAGE OF PRESIDENT'S MEETING WITH ASTRONAUT GLENN AT CAPE CANAVERAL

President Kennedy's meeting with Marine Lt. Col. John H. Glenn Jr., scheduled for Friday morning, Feb. 23, at Cape Canaveral, will be covered live on the NBC Television and Radio Networks.

White House Press Secretary Pierre Salinger said that the President expects to fly to Palm Beach, Fla., Feb. 22. He said that the President will go from Palm Beach to Cape Canaveral Feb. 23 for ceremonies there about 10:30 a.m. EST.

February 21, 1962

NBC NEWS' COMPREHENSIVE COVERAGE OF ASTRONAUT GLENN'S ORBIT FLIGHT
MARKED WITH PROGRAM "FIRSTS" AND TOP NATIONAL ARBITRON RATINGS

First television tape coverage of Marine Lt. Col. John H. Glenn Jr. after his historic orbital flight was presented today (Wednesday, Feb. 21) on NBC-TV's "Today" show during the first half-hour (7-7:30 a.m. EST) and again in the 7:30 and 8:30 a.m. EST news segments. The tape showed the astronaut leaving a helicopter on the deck of the carrier Randolph.

The "Today" segments followed up 11½ hours of continuous coverage of the orbital flight on NBC-TV Tuesday (Feb. 20), from 6:30 a.m. to 6 p.m. EST, as well as a full-hour special program Tuesday night (10-11 p.m. EST) and a news insert in "The Jack Paar Show" that same night.

NBC-TV had top position in the national Arbitron ratings during the coverage of the day's events. From 7 a.m. to 6 p.m. EST Tuesday, the Arbitron averages gave NBC a 45 per cent share of the audience, compared with 38 per cent for CBS and 13 per cent for ABC. The average ratings were 20.8 for NBC, 17.5 for CBS and 5.8 for ABC.

The NBC Radio Network also gave full coverage of the flight Tuesday from 6:30 a.m. until 6 p.m. EST. A same-day special program summing up the day's activities was presented on NBC Radio from 9:05 to 10 p.m. EST.

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NOTE TO EDITORS: The NBC Daily News Report will not be issued tomorrow, Washington's Birthday. The next mailing will be dated Friday, Feb. 23.

In a telegram to Robert W. Sarnoff, Chairman of the Board, National Broadcasting Company, tribute was paid to the NBC Radio coverage by Hugh Carleton Greene, Director-General of the British Broadcasting Corporation. Picked up by the BBC, the NBC Radio coverage was carried almost in full in England and excerpts of it were fed to British Dominion countries all over the world.

Greene said: "Heartiest congratulations your marathon space programme which we broadcast virtually in entirety. Hope you will convey our appreciation and admiration to all your correspondents and technical staff for a superb radio job. Best thanks, too, for yet another successful cable film operation."

The first film of the recovery of Glenn's space capsule by the destroyer Noa was shown on "The Jack Paar Show" Tuesday night. This film, taken by a Navy photographer, was repeated this morning in the 7 and 8 a.m. EST news segments of "Today."

"Today" also carried tape of a brief news conference aboard the Randolph by a physician reporting on Glenn's first physical examination shortly after he had been taken from the water. In a live interview, "Today" host John Chancellor in NBC's New York studios spoke with Dr. Richard C. Seamans Jr., associate administrator of the National Aeronautics and Space Administration, who was in Washington. Frank Blair got reactions to the space flight from passersby outside the RCA Building in New York.

NBC also had the first television showing of still photographs of the astronaut following his flight. Presented on "NBC Special News Report," a full-hour program Tuesday night (10-11 p.m. EST), the five pictures showed the capsule being lifted from the water; Glenn leaving the capsule aboard the Noa; two views of Glenn awaiting a physical examination, and Glenn in a telephone conversation with President Kennedy.

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3 - Orbit

The special program, sponsored by the Gulf Oil Corporation, gave highlights of the day's events and plans for future projects in the U. S. space effort. NBC News correspondent Frank McGee was narrator and Chet Hagan was producer.

The NBC News continuous coverage on NBC-TV Tuesday included the launch preparations, lift-off, flight and recovery of the astronaut. Among the late afternoon developments was live coverage of a news conference at Cape Canaveral, Fla., at which officials of the Department of Defense, NASA, Air Force and Navy answered questions by newsmen.

The coverage, under the over-all title of "American in Orbit," featured McGee as anchorman in New York and NBC News correspondents Roy Neal, Peter Hackes and Herb Kaplow at Cape Canaveral. It also was sponsored by the Gulf Oil Corporation as part of its series of "NBC Special News Reports."

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NBC-New York, 2/21/62

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

February 21, 1962

GERMAN TV VIEWERS SAW GLENN ORBIT EPIC (VIA NBC INTERNATIONAL SERVICING)
BEFORE PICTURES OF IT WERE AVAILABLE TO THEM IN THEIR NEWSPAPERS

German viewers saw the astronaut Glenn epic on their television screens before pictures of it were available to them in their newspapers, thanks to NBC International's special servicing. A unique "hot kinescope machine," the six-hour time difference between New York and Berlin, and jet air transportation combined to scoop the German press with television scenes of the historic orbital flight.

The technical process of recording directly off the screen enabled NBC International to ready scenes on film for export in less than 12 minutes of processing. Jet planes from New York City arrived in Cologne with the Glenn footage after it was too late for the morning papers (and too early for the evening papers) to carry the up-to-the-moment picture.

From the station in Cologne, the astronaut's drama was broadcast over the ARD national TV network.

President Kennedy's press conference today also was to receive the same NBC International servicing to Germany. The "hot kinescope" was to be flown directly to Berlin for local and network exposure.

To service Australia's TCN/HSV network, NBC International set up a special West Coast operation. Direct positive kinescope off-the-air editing of the marathon TV coverage was processed in California, thereby diminishing the flight distance to Sydney by the width of the U. S.

February 21, 1962

FOUR NATIONAL ADVERTISERS ORDER PARTICIPATIONS
TOTALING OVER \$500,000 IN NBC-TV DAYTIME SHOWS

Four national advertisers ordered participations totaling over \$500,000 in NBC-TV's daytime schedule -- the leading daytime network for the 10th consecutive national Nielsen television report -- it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Reader's Digest Association Inc. ordered participations in "The Jan Murray Show," "Say When," "Young Doctor Malone" and "Here's Hollywood." The order was placed through J. Walter Thompson Company.

Colgate-Palmolive Company ordered participations in "The Shari Lewis Show" through Ted Bates and Company.

Warner-Lambert Pharmaceutical Company (Hudnut-DuBarry Division) ordered participations in "Say When" and "The Jan Murray Show" through Lambert & Feasley Inc.

Chicopee Mills Inc. (a subsidiary of Johnson & Johnson) ordered participations in "Say When" and "Young Doctor Malone" through Doyle Dane Bernbach Inc.

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NBC COLOR TELEVISION NEWS



February 21, 1962

AN NBC COLOR DAY FEATURE

CAROL LAWRENCE TO STAR IN TITLE ROLE OF 'THE INDISCRIMINATE WOMAN,'

MARCH 14 COLOR BROADCAST ON "PUREX SPECIAL FOR WOMEN" SERIES

Carol Lawrence has been signed to star in the title role of "The Indiscriminate Woman," the Wednesday, March 14 "Purex Special for Women" (NBC-TV color broadcast, 3-4 p.m. EST). The program will be an NBC Color Day feature.

The dramatic documentary concerns problems of a woman who attempts escaping inner conflicts by engaging in fleeting affairs. As previously announced, Alex Davion also will star and Dane Clark will be a special guest star in the program produced and written by George Lefferts.

Miss Lawrence will portray Doris Langman, who believes herself a thoroughly unworthy person, and who attempts to punish herself by involvements with men for whom she does not care. Davion will be seen as Jim Cassell, Doris' most recent conquest, a man contemptuous of her problem but selfish enough to capitalize on her weakness. Clark will be seen as Marty Miller, Doris' fiance, to whom the knowledge of Doris' behavior is an unexpected and cruel blow.

Pauline Frederick, of NBC News, who acts as reporter for the "Purex Special for Women" series, will interview a guest expert at the conclusion of the drama. With the guest, she will discuss the possibility that indiscreet behavior on the part of a woman may be more
(more)

than a breach of the moral code, and may be a disease such as alcoholism or drug addiction. She will question the expert as to whether such a person is "wicked" or possibly "a soul in torment" who spreads unhappiness among innocent bystanders, since she is unable to enjoy meaningful relations with anyone.

Miss Lawrence, whose initial impact in showbusiness was made in the musical, "West Side Story," in the role of Maria, recently received critical acclaim for her performance in the motion picture, "A View From the Bridge." She has also done dramatic leads in "Play of the Week" TV productions of "Rashomon" and "The Dybbuk." As a singing and dancing star, the versatile young performer is a frequent guest star on "The Garry Moore Show," "The Ed Sullivan Show" and other variety programs. She will be a guest on the Wednesday, March 7 NBC-TV color broadcast of "Perry Como's Kraft Music Hall." Currently, Miss Lawrence is starring on Broadway in the musical, "Subways Are for Sleeping."

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NBC-New York, 2/21/62

NBC TELEVISION NETWORK NEWS

February 21, 1962

"CATHOLIC HOUR" PROGRAM ON ANTI-SEMITISM WINS CRITICS' PRIZE OF INTERNATIONAL CATHOLIC ASSOCIATION FOR RADIO AND TV

The Critics' Prize of the International Catholic Association for Radio and Television has gone to a TV program on anti-Semitism broadcast by "The Catholic Hour" on the NBC-TV Network.

It was one of four major awards made at the association's fifth annual competition at Monte Carlo, Monaco, and the only award of any kind made to an American entry. Fifty-one television films from 15 nations were entered in competition in the recent week-long exhibition.

The Critics' Prize winner was "The Chosen People," broadcast Oct. 15, 1961, as part of a dramatic four-part "Catholic Hour" study of prejudice in the United States. The series, titled "Prejudice: U. S. A.," was written by Robert J. Crean. "The Catholic Hour," an NBC Public Affairs presentation, is produced in cooperation with the National Council of Catholic Men.

In addition to the Critics' Award to "The Catholic Hour" program, first prizes went to "The True Face of Therese of Lisieux," from France; "John XXIII, Shepherd and Sailor," from Italy; and "Young Church and the Missions," from Germany, all TV programs. The latter three prizes were made in the categories of documentary, news and missions, respectively.

Doris Ann, manager of religious programs for the NBC-TV Network, is executive producer of "The Catholic Hour." Richard J. Walsh is producer for the National Council of Catholic Men, and Martin Hoade is producer-director for NBC. -----o-----

FIVE ADVERTISERS' PURCHASES IN SIX NBC-TV
NIGHTTIME SHOWS TOTAL OVER \$1,200,000

FOR RELEASE MONDAY, A.M., FEB. 26

Five national advertisers purchased orders totaling over \$1,200,000 in six NBC-TV nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

B. F. Goodrich Co. purchased participations in "Laramie" and "Outlaws" through Batten, Barton, Durstine & Osborn Inc.

Corn Products Co. purchased participations in "Robert Taylor's Detectives" through Lennen & Newell Inc.

International Latex Corp. purchased participations in "87th Precinct" and "Saturday Night at the Movies" through Reach McClinton and Company.

Bristol-Myers Co. purchased participations in "Tales of Wells Fargo," "Outlaws," and "Saturday Night at the Movies" through Young & Rubicam Inc.

American Tobacco Co. purchased participations in "Outlaws" through Lawrence C. Gumbinner Advertising Agency.

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NBC COLOR TELEVISION NEWS



'THE GREAT AMERICAN ROBBERY'--TWO-PART COLOR DRAMATIZATION
BASED ON BRINKS CASE IN BOSTON--WILL BE BROADCAST ON
'DU PONT SHOW OF THE WEEK' APRIL 29 AND MAY 6

FOR RELEASE MONDAY A.M., FEB. 26

"The Great American Robbery" -- an original story based on the largest cash theft in the history of crime in the United States -- will be dramatized in color in two full-hour parts Sundays, April 29 and May 6 (10 p.m. EST) on NBC-TV's "Du Pont Show of the Week."

(EDITORS' NOTE: Part II of "The Great American Robbery" will replace "Biography of a Movie," previously announced as the NBC-TV "Du Pont Show of the Week" presentation for Sunday, May 6. "Biography of a Movie" has been rescheduled for Sunday, May 13 from 10 to 11 p.m. EST.)

The express offices of the Brinks Company in Boston were robbed on Jan. 17, 1950. "The Great American Robbery" will be produced and directed by Franklin Schaffner from a teleplay by Loring Mandel. Felix Jackson, Vice President, NBC Television Network, West Coast, will be the executive in charge.

The programs, to be taped next month, will originate in the NBC Color Studios, Burbank, Calif. Although names will be changed, the setting and chronology of "The Great American Robbery" will be identical to that of the crime which went unsolved for nearly six years.

(more)

Casting, which will include top dramatic performers, and additional production credits for "The Great American Robbery" will be announced soon. The agency for the sponsoring Du Pont Company is Batten, Barton, Dustine & Osborn Inc.

In a crime that took less than 20 minutes to execute, masked bandits robbed the offices of the armored car express company of loot comprising \$1,218,211 in currency and \$1,557,183 in securities and checks.

Planned for more than two years under direction of one man and carried out by 10 others, the crime remained unsolved until Jan. 12, 1956. One of the robbers -- cheated by two of the others of most of his share of the loot, nearly murdered by a hired killer when he sought vengeance, and in jail as a parole-breaker -- gave agents of the Federal Bureau of Investigation the solution.

Had he hesitated five more days, no one could have been tried for the crime; the Massachusetts Statue of Limitations on robbery would have prevented prosecution of the accomplices.

Two of the bandits died of natural causes between the time of the crime and when the 11th man turned state's evidence. Eight members of the gang were sentenced (in 1956) to life imprisonment.

The cheated robber, who pleaded guilty before the trial, was finally released from jail June 22, 1960, on recommendation of Boston's district attorney, who described him as "a sitting duck for murder."

Authorities recovered only \$60,000, all in new bills. What happened to the rest of the cash -- securities, money orders and checks were destroyed by the thieves -- remains perhaps the greatest mystery in the annals of American crime.

CLAIROL INC. TO SPONSOR 'THE VANISHING 400,'

NBC NEWS FULL-HOUR SPECIAL ON SOCIETY

On NBC-TV Network, Friday, April 6

FOR RELEASE MONDAY A.M., FEB. 26

The story of society in America -- its history, how it has changed over the years and its present character -- will be told in "The Vanishing 400," NBC News' second full-hour special on society, to be broadcast Friday, April 6 (NBC-TV Network, 9:30 p.m. EST).

The filmed documentary will be sponsored by Clairol Inc. through Foote, Cone and Belding Inc., advertising agency.

"The Vanishing 400" will be produced by Bill Wilson, who also produced NBC News' "Debutante '62" special earlier this month. It will be directed by Phillips Wylly and written by John O'Toole.

Cleveland Amory, social historian and author of "Who Killed Society?" "The Last Resorts" and "The Proper Bostonians" and contributor to The Saturday Review and other publications, will be the consultant and also appear on the program with some observations on society today.

According to producer Bill Wilson, "The Vanishing 400" will take a look at the various people who make up society, from the fringe members who live only for society to the young members of old families who think society is obsolete.

(more)

There will be historical films and pictures of the activities of past society leaders, interviews with contemporary society people and also coverage of some of the fabulous parties where high society, cafe society and diplomatic society gather. Some of the socially important events that will be seen are the opening of the San Francisco Opera, New York's April in Paris Ball, a Perle Mesta party in Washington, D. C., and a party for the "international set" in Casablanca.

The program also will take a critical look at the changing face of society as seen in the tearing down of old mansions, old barriers and old taboos; the work of major foundations which are using the great fortunes amassed years ago for philanthropic purposes; and will follow two of New York's leading society columnists as they make their after-dark rounds of parties and nightclubs.

Another segment of the program will be a humorous dramatization of Emily Post's guide on how a gentleman should behave at the opera, written in the early 1920's.

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NBC-New York, 2/23/62

February 23, 1962

NBC RESEARCH DEPARTMENT ESTIMATES 135 MILLION PEOPLE WATCHED

(ON ALL NETWORKS) TV COVERAGE OF ASTRONAUT GLENN'S FLIGHT

- - -

NBC-TV Network Had Top Arbitron National Rating for Day's Events

The National Broadcasting Company's Research Department has estimated that a total of 135 million people watched the television coverage of the historic orbital flight of Marine Lt. Col. John H. Glenn Jr. sometime during the day and night of Tuesday, Feb. 20.

This impressive figure includes those viewers who watched either the live coverage of the orbital flight during the daytime, or the special nighttime wrap-up programs, on all the television networks.

The NBC Television Network had top position in the national Arbitron ratings during the coverage of the day's events. From 7 a.m. to 6 p.m. EST Tuesday, the Arbitron averages gave NBC a 45 per cent share of the audience, compared with 38 per cent for CBS and 13 per cent for ABC. The average ratings were 20.8 for NBC, 17.5 for CBS and 5.8 for ABC.

NBC-TV presented $11\frac{1}{2}$ hours of continuous coverage of the orbital flight on Tuesday, from 6:30 a.m. to 6 p.m. EST, as well as a full-hour special program Tuesday night (10-11 p.m. EST) and a news insert in "The Jack Paar Show" that same night.

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February 23, 1962

NBC NEWS CONTINUING COMPREHENSIVE COVERAGE
OF NATION'S HONORS TO ASTRONAUT GLENN

The return of Lt. Col. John H. Glenn Jr. to Cape Canaveral, where he received NASA's Distinguished Service Medal from President Kennedy, was broadcast live on the NBC-TV and Radio Networks today (Friday, Feb. 23).

The NBC-TV coverage, which extended from 8:20 a.m. to 12:15 p.m. EST, was sponsored by Bristol-Myers, through its agency, Ogilvy, Benson & Mather Inc. Bristol-Myers will also sponsor NBC-TV coverage of the astronaut's reception in Washington on Monday, Feb. 26.

NBC News' coverage of the Washington events will begin about 11 a.m. EST on the NBC Television and Radio networks.

The NBC Radio coverage extended from 8:30 a.m. until 12:05 p.m. EST. NBC News correspondents Merrill Mueller, Jay Barbree and Robert Goralski reported the events from Cape Canaveral.

NBC Radio also had the only mobile unit operating from the astronaut's motorcade from the time the group left Patrick Air Force Base until arrival at the Cape.

NBC-TV's coverage today (Feb. 23) interrupted the "Today" program. Television cameras followed Glenn during his visit to the missile center from his arrival at Patrick Air Force Base, and through the crowded streets of Cocoa Beach to the Cape, where he met the President.

(more)

Live mobile television cameras showed Glenn, the President and members of Glenn's family as they rode to Pad 14, from which Glenn was launched into orbit Feb. 20. There Glenn and President Kennedy spoke to the workers. The entourage proceeded to Hanger "S," where the President presented Glenn with the medal from the National Aeronautics and Space Administration. Glenn spoke briefly and introduced his family. After the formal ceremonies, live television cameras caught the astronaut explaining the intricacies of his space capsule to the President.

Vice President Lyndon B. Johnson was also seen questioning the astronaut, as were members of Congress. The President and Glenn also toured the Project Mercury Control Center, where Mr. Kennedy met astronaut Alan B. Shepard Jr.

Colonel Glenn's press conference today was also carried live by NBC Television and Radio. The conference originated at the Cape Canaveral press site. Appearing with the astronaut were Robert R. Gilruth, director of Project Mercury, and James Webb, Administrator of NASA.

When Glenn visits Washington on Monday, Feb. 26, NBC News will cover his arrival with President Kennedy at Andrews Air Force Base outside Washington. The President's plane is expected at 11:30 a.m. EST. The group then will fly by helicopter to the White House for a visit to the President's office.

Glenn will next be taken in a motorcade to Capitol Hill, where a joint Senate-House meeting will honor him as the first American to be placed in orbit around the earth.

Aside from the pooled television coverage, NBC News will have mobile units at Andrews Air Force Base, the White House, Capitol Hill and following the motorcade.

(more)

Frank McGee, who anchored today's (Feb. 23) coverage from New York, will also anchor Glenn's visit to Washington on Feb. 26. Other NBC News correspondents who will take part in the coverage will be Peter Hackes, Roy Neal and Herbert Kaplow.

Correspondent Robert Goralski will be the only TV-radio reporter aboard the plane carrying the President and Glenn from Palm Beach to Washington.

Other NBC Newsmen who participated in today's TV coverage from Cape Canaveral were correspondent Sander Vanocur and cameraman Maurice Levy. TV producer was Chet Hagan, and Don Meaney, Manager of Special News Programs, supervised the coverage at Cape Canaveral.

Producer of the radio coverage was Russ Tornabene at the Cape and Edward Gough from New York.

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NBC-New York, 2/23/62



February 23, 1962

'MILTON BERLE SHOW' HIGHLIGHTS, CAST AND CREDITS

Milton Berle, Jack Benny and Laurence Harvey to Perform

In Spoof of Historical Movies; Lena Horne

And Janis Paige Also Spotlighted

Milton Berle plays an entirely new role -- as Cleopatra -- in the principal sketch on "The Milton Berle Show," a special color broadcast on NBC-TV Friday, March 9 (9:30-10:30 p.m. EST).

Joining Berle in the sketch, a takeoff on the movies' historical epics, are guest stars Jack Benny and Laurence Harvey. Benny plays Ben Hur and Harvey plays Spartacus. But at the final curtain they take on a remarkable resemblance to their motion picture counterparts, Charlton Heston and Kirk Douglas, respectively.

The show's feminine guest stars, Lena Horne and Janis Paige, join the men in a lavish performance of the song, "My Kind of Girl," and also take turns in the spotlight for solos. Miss Paige, backed by the boy dancers, sings a new version of "It's a Lonesome Old Town." Miss Horne sings a medley of tunes from Broadway musicals -- "Cockeyed Optimist" from "South Pacific," "What's New at the Zoo?" from "Do Re Mi" and "Some People" from "Gypsy."

Berle and Benny portray rival TV comedians in a sketch about a married couple who can't decide whose program to watch. Milton Frome and Christine Nelson play the married folks.

(more)

2 - 'Milton Berle Show'

Harvey joins Berle and Benny in a third sketch, in which the two comedians try to teach the young British actor "what's funny in comedy," each in his own way. A surprise feature concludes the show.

* * *

CAST AND CREDITS FOR 'THE MILTON BERLE SHOW,' FULL-HOUR COLOR BROADCAST
SPECIAL ON THE NBC-TV NETWORK FRIDAY, MARCH 9 (9:30-10:30 P.M. EST)

Star:	Milton Berle
Guest Stars:	Jack Benny, Laurence Harvey, Lena Horne and Janis Paige
Cast:	Milton Frome and Christine Nelson
Format:	Variety
Executive Producer:	Milton Berle
Produced by	William O. Harbach
Directed by	Barry Shear
Written by	Herb Sargent, Harry Crane, Stan Dreben, Milt Josefsberg
Associate Producer:	Hal Collins
Special Material:	Dan Shapiro
Music Director:	Les Brown
Choreographer:	Tom Hansen
Choral Accompaniment:	Johnny Mann Singers
Unit Manager:	Jerry McPhie
Art Director:	Jay Krause
Lighting:	Jim Kilgore
Audio:	Bill Levitsky
Costumes:	Ray Aghayan

(more)

Makeup: J. Manning Smith

Production by Sagebrush Enterprises Inc.

Sponsor (and Agency): Chrysler Corporation (Leo Burnett Company
Inc.)

Origination: Color-taped at NBC-TV's studios in Burbank,
Calif.

NBC Press Representatives: Norm Frisch, Hollywood; Al Cammann, New York.

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NBC-New York, 2/23/62

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

February 26, 1962

WASHINGTON, D.C., GIVES A CAPITAL WELCOME TO ASTRONAUT GLENN
AND NBC'S TV AND RADIO NETWORKS GIVE IT COMPLETE COVERAGE

The welcome of astronaut John H. Glenn Jr. to Washington, D. C., and his address before a joint session of the Senate and House was broadcast live today (Monday, Feb. 26) on the NBC Television and Radio networks.

NBC-TV carried continuous live coverage from 11 a.m. until 1:45 p.m. EST, all sponsored by Bristol-Myers. NBC Radio's coverage extended from 11:15 a.m. until 2 p.m. EST.

The TV coverage began with Glenn and members of his family arriving at Andrews Air Force Base with President Kennedy aboard the Presidential jet.

Their arrival at the White House later was followed by a brief visit to the President's office. Then, the official welcoming parade began with Glenn, his wife and children sitting in an open car with Vice President Lyndon B. Johnson.

The parade, all of which was televised live, terminated at the Capitol. Glenn spoke briefly to members of the House and Senate and a packed gallery.

NBC News correspondent Robert Goralski was the only radio or TV reporter aboard the Presidential aircraft bringing the astronaut to Washington from Florida.

NBC-TV's coverage was anchored by Frank McGee in New York City. Other correspondents who appeared throughout the program were Roy Neal,

(more)

Herbert Kaplow, Sander Vanocur, Martin Agronsky, Peter Hackes and Goralski,

The NBC Radio coverage was anchored by Robert McCormick in Washington. Other news correspondents who took part were Bryson Rash, Ray Scherer, Arthur Barriault, Russ Ward and Richard Harkness.

Producer for the NBC-TV coverage was Chet Hagan. Bert Ivry was producer for NBC Radio.

NBC Radio scheduled a same-day special program recapping the events (9:05 p.m. to 9:30 p.m. EST).

* * *

NBC'S ASTRONAUT COVERAGE MADE THE GRADE

WRC-TV, the NBC station in Washington, received 24 letters last week from a fourth grade group at Waynewood Grade School in Fairfax County, Va. The letters thanked NBC for its coverage of astronaut Glenn's orbital flight Feb. 20. One of them read:

"Dear Sir: We appreciate what you showed us yesterday. We watch the astronaut take off but we did not see him descent because the bell rang to go home. I am sorry that you had to loose so much mony but it was worth it. I think Mr. McGee ought to get an award. Sincerely your's, Robert."

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NBC-New York, 2/26/62

SIDELIGHTS ON NBC NEWS COVERAGE OF ASTRONAUT GLENN IN WASHINGTON

NBC overcame unusual problems caused by the heavy rain to bring the nation television coverage of the Washington reception today (Monday, Feb. 26) for Marine Lt. Col. John H. Glenn Jr.

Two inches of water covered the runway at Andrews Air Force Base where the television cameras had been set up. The cable for the NBC cameras, which had been placed in trenches, became so wet that technicians had to relocate 1,000 feet of it in the short time of one and one-half hours. The main coverage was moved to the hangar from which Peter Hackes reported Glenn's arrival.

Because of the emergency situation, the first time that NBC was able to get a picture was one minute before 11 a.m. However, NBC-TV went on the air as scheduled at 11 a.m. (EST).

A short circuit put one NBC camera out of commission in a sheet of flame. But four other cameras at Andrews Air Force Base, including the pool coverage cameras, remained in operation.

* * *

NBC had 23 TV cameras, including seven of its own, available for coverage of the astronaut's arrival and ceremonies in his honor. They were at Andrews Air Force Base, the White House, Lafayette Park, the Capitol and the parade route. Two mobile units traveled with the parade.

* * *

NBC News correspondent Robert Goralski, who was the only TV or radio reporter aboard the Presidential jet, reported that Glenn did not lack pocket money in space -- if he could find it. Goralski said Lt. Col. John A. Powers, Project Mercury public information officer, related during the flight that technicians working on the space capsule had concealed about \$200 in one-dollar bills in nooks and crannies before the launch as souvenirs.

NBC COLOR TELEVISION NEWS



February 26, 1962

PERRY CROSS REJOINING NBC-TV AS A PRODUCER AND IS ASSIGNED
TO THE 'TONIGHT' COLOR BROADCASTS, EFFECTIVE APRIL 2

Perry Cross will rejoin the National Broadcasting Company as a producer, it was announced today by Mort Werner, Vice President, Programs, Television Network.

Cross will become producer of the "Tonight" color broadcasts (Monday through Friday, 11:15 p.m.-1 a.m. NYT), effective Monday, April 2. For the first three weeks his assignment will keep him on the West Coast, where "Tonight" will originate -- the first two weeks with Art Linkletter as host, and the week of April 16 with Joey Bishop as host.

Upon completion of the Hollywood origination, Cross will return to New York, where "Tonight" will originate with additional guest stars serving as hosts until Oct. 8. On that date permanent host Johnny Carson will take over as star of the late-night variety program and the series will be titled "The Tonight Show, Starring Johnny Carson."

Perry Cross, who first joined NBC in 1947, is no newcomer to the "Tonight" operation. He was the original producer of Jack Paar's "Tonight" show when it went on the air in July, 1957, and remained in this post until 1958. With NBC for 11 years, Cross worked in various capacities ranging from floor manager to producer. He was the producer of the original "Ernie Kovacs Show" in both the daytime and nighttime

(more)

versions, worked with Milton Berle and served as producer of such NBC-TV specials as "Sonja Henie's Holiday on Ice" and "Ruggles of Red Gap."

Upon leaving NBC in 1958, Cross worked with CBS and later with Henry Jaffe Enterprises, producing a number of "The Dinah Shore Shows" and "The Chevy Shows." During the Summer of 1961, he was producer of "The Spike Jones Show."

Cross is married and has two children. He and his family live in White Plains, N. Y.

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NBC-New York, 2/26/62

NBC'S DON DURGIN ON A.N.A. PANEL DISCUSSING PUBLIC SERVICE PROGRAMS

Don Durgin, Vice President, NBC Television Network Sales, will be one of four panelists discussing "How to Use Public Service-Documentary Programs Most Effectively" at the Association of National Advertisers' Workshop on Television Advertising Wednesday (Feb. 28) at the Plaza Hotel in New York City.

Among the subjects Mr. Durgin will cover is the growing interest among advertisers in news and actuality programs.

In addition to Mr. Durgin, the panel will be composed of T. R. Shearer, Vice President, A. C. Nielsen Co.; John Carrol, Vice President and Director, Special Projects, CBS Television, and Edgar Scherick, Vice President, Network Sales, American Broadcasting Company.

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NBC-New York, 2/26/62

NBC-TV NETWORK PROGRAM

CORRECTIONS ON NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR MARCH

Tuesday, March 20

6:30-7 a.m. -- "Continental Classroom" - American Government,
will be broadcast in black and white only,
on this date only.

Thursday and Friday, March 22 and 23, and Monday through Friday,
March 26-30

2-2:25 p.m. -- "The Jan Murray Show" will be broadcast in
black and white only on these March dates and
Monday through Friday, April 2-6.

NBC-New York, 2/26/62

February 27, 1962

SCOTT PAPER CO., RETURNING TO NBC-TV FIRST TIME IN 4 YEARS, BUYS
ALTERNATE WEEK SPONSORSHIP OF NEW SERIES, 'VIVE JUDSON McKAY!'

The Scott Paper Company, returning to the NBC Television Network for the first time in four years, has purchased alternate week sponsorship of the new comedy series, "Vive Judson McKay!" for next season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network. The program will be seen Fridays, 9:30-10 p.m. NYT, beginning Sept. 14, 1962.

Mr. Scott said that Scott Paper also was in the process of selecting an advertising schedule in the NBC-TV daytime structure.

"We are delighted to welcome the Scott Paper Company back to the NBC Television Network," Mr. Scott said. "We feel that 'Vive Judson McKay!' will be one of the brightest new programs on television next season and will provide Scott paper with a high quality showcase for its many fine products. NBC looks forward to a warm and continuing relationship with the Scott Company in the years to come."

"Vive Judson McKay!" deals with the humorous adventures of a young Iowa veterinarian serving in the Army in Paris. The series will be written, produced and directed by Don McGuire, creator-producer of the "Hennesey" series. It stars Josh Peine, Linda Lawson and John Hubbard.

The order for the Scott Paper Company was placed through J. Walter Thompson Company.

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NBC TRADE NEWS

February 27, 1962

CHRYSLER IS SPONSOR OF 'RAINBOW OF STARS,' NBC-TV COLOR SPECIAL FROM N.Y.'S ROCKEFELLER CENTER, WITH ROBERT GOULET (AS HOST), NANCY WALKER, DICK BUTTON AND SPECIAL GUEST CAROL LAWRENCE

Robert Goulet, Nancy Walker, Dick Button, the Radio City Music Hall Rockettes, the Corps de Ballet and special guest Carol Lawrence will highlight "Rainbow of Stars," a color special from New York City's Rockefeller Center on NBC-TV Tuesday, April 17 (9-10 p.m. EST), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

"Rainbow of Stars" will be staged at Rockefeller Center, the world-famous city-within-a-city. It is fifth in a series of top-quality entertainment shows sponsored by Chrysler Corporation on NBC-TV since January of 1962. Chrysler's agency is the Leo Burnett Company Inc. The special program will pre-empt "The Dick Powell Show" on April 17 only.

Developed by NBC-TV's Entertainment Specials Section under the supervision of Lester Gottlieb, Vice President, Special Programs, Television Network, the color special will be staged in Rockefeller Center, one of the world's most famous tourist attractions. Goulet, acting as host, will guide viewers through the colorful entertainment features of the Center -- the outdoor ice-skating pond, the Promenade and Gardens, the Rainbow Room, the NBC color studios, and three

(more)

restaurants -- the Cafe Francais, the Forum of the Twelve Caesars and La Fonda del Sol.

Special material will be written for Miss Lawrence and Miss Walker, the Corps de Ballet, the Rockettes, and ice-skating star Button. The show goes into rehearsal in March, and will be taped on location in Rockefeller Center and in NBC's color studios at Brooklyn, N.Y., early in April.

"Rainbow of Stars" will be produced by George Schlatter, the NBC West Coast producer who has been producing the "Dinah Shore Show" color series. Last season, Schlatter produced four of Dinah's color shows, and four other full-hour programs.

The show will be written by George Foster and Saul Ilson, and directed by Clark Jones. Tony Charmoli is the choreographer. The orchestra will be conducted by Harry Sosnik.

First of Chrysler's shows on NBC-TV this season was "The Bob Hope Christmas Show" last Jan. 24. "The Broadway of Lerner and Loewe" color broadcast followed on Feb. 11. "The Milton Berle Show" will be presented on Friday, March 9 (9:30-10:30 p.m. EST), and "Arthur Freed's Hollywood Melody" Monday, March 19 (9-10 p.m. EST) -- both in color.

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NBC-New York, 2/27/62

NBC TRADE NEWS

February 27, 1962

NBC RADIO'S WILLIAM K. McDANIEL AND GEORGE A. GRAHAM JR.
TO TAKE PART IN UNIVERSITY OF FLORIDA'S BROADCASTING DAY

The NBC Radio Network will be represented on the Broadcasting Day agenda of the University of Florida School of Broadcast Journalism and Communications by William K. McDaniel, Executive Vice President, and George A. Graham Jr., Vice President and General Manager. The school's special "day" will be observed in Gainesville, Monday, March 5.

In addition to their scheduled talks, Mr. McDaniel and Mr. Graham will join a symposium on "The Public Interest" along with Commissioner Robert E. Lee of the Federal Communications Commission, Lee Ruwitch, Executive Vice President, WTVJ, Miami, and Douglas L. Manship, President of WBRZ, Baton Rouge, La.

Pauline Frederick, NBC News' United Nations Correspondent, will share the speaker's rostrum with Commissioner Lee at a dinner that same evening under the auspices of the Florida Association of Broadcasters.

Mr. McDaniel will review for the gathering of students and townspeople at the Gainesville campus the achievements of radio through the years, stressing the medium's current informational and public service programs. He will describe the burgeoning sale of portable sets, which development he feels hampers accurate radio ratings because as yet there is no mechanical device for measuring their use.

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Mr. Graham will discuss NBC's pilot research into modes of measuring the ever-growing portable radio audience. He will spell out the results of a 10-market study conducted for NBC Radio by C. E. Hooper Inc., which indicates that as much as 18.9 per cent should be added to measured listening figures in order to present a true picture of radio audience size.

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NBC-New York, 2/27/62

February 27, 1962

NBC FILMS INTRODUCES 'CELEBRITY GOLF' SERIES TO SYNDICATION

NBC Films makes its debut in sports programming with the introduction of the "Celebrity Golf" series to syndication, it was announced today by Morris Rittenberg, President, NBC Films.

The 26 half-hour episodes, produced by Bob Hope's Bob-O-Links Productions, were originally televised over the NBC-TV Network from September, 1960, to May, 1961. Mr. Rittenberg said, "'Celebrity Golf' is something new for NBC Films and new for our clients. A station can now buy on a local budget a show that stars the highest priced performers in showbusiness. The emphasis is on the popular sport with a strong accent on entertainment values."

Sam Snead, the show's regular golf pro, plays nine-hole matches against celebrities who must qualify not only on the links but on the marquee as well. His adversaries include Bob Hope, Jerry Lewis, Perry Como, Dale Robertson, Randolph Scott, Dean Martin, Ed Gardner, Danny Thomas, Ray Bolger, Mickey Rooney, Gordon MacRae, Dennis O'Keefe, James Garner, Dennis Morgan, Robert Sterling, Mr. and Mrs. Johnny Weismuller, Bob Wagner, Hoagy Carmichael, Howard Keel, Forrest Tucker, Vic Damone, Ray Milland, Harpo Marx, Jack Carson, Fred MacMurray and Milton Berle.

"Slammin' Sam" also teaches and illustrates an important golf tip to viewers in each episode. Harry Von Zell is commentator for the series.

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NBC FILMS SCORES DOUBLE SALES TRIUMPH IN N.Y.C.

NBC Films has scored a double sales triumph in New York City -- selling all of its locally available product to clients that include every station in town.

With the recent sales of "Danger Is My Business" (in color) to WOR-TV and "Deputy" to WNEW-TV, NBC Films reached its present limit of 21 packages for local consumption. The completed station lineup includes WNBC-TV, WABC-TV, WCBS-TV, WPIX, WOR-TV and WNEW-TV.

Here is the current NBC Films syndicated program lineup in New York City:

BEST OF GROUCHO	WPIX	HOPE FEATURES	WCBS-TV
BLUE ANGELS	WABC-TV	IT'S A GREAT LIFE	WPIX
BOOTS AND SADDLES	WPIX	JIM BACKUS SHOW	WABC-TV
CALIFORNIANS	WPIX	LIFE OF RILEY	WCBS-TV
CAMEO THEATRE (color)	WNBC-TV	MEDIC	WNEW-TV
CRAZYLEGS HIRSCH	WCBS-TV	PARAGON PLAYHOUSE	WNBC-TV
DANGER IS MY BUSINESS (color)	WOR-TV	PEOPLE ARE FUNNY	WPIX
DANGEROUS ASSIGNMENT	WPIX	PONY EXPRESS	WNEW-TV
DEPUTY	WNEW-TV	R.C.M.P.	WNEW-TV
FUNNY MANNS	WABC-TV	VICTORY AT SEA	WPIX
		VISITOR	WNBC-TV

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NBC-New York, 2/27/62

February 27, 1962

NBC NEWS PLANS COMPLETE TV-RADIO COVERAGE OF NEW YORK'S
PARADE AND LUNCHEON FOR ASTRONAUT GLENN

NBC News coverage of the New York parade and luncheon honoring orbital astronaut John H. Glenn Jr. will start on the NBC-TV Network at 12 noon EST Thursday, March 1, and on the NBC Radio Network at 11:45 a.m. EST.

The live TV coverage, featuring NBC News correspondent Frank McGee as anchorman and produced by Chet Hagan, will run for two hours or more. Other correspondents participating in the special programming will include Roy Neal, who reported from Cape Canaveral on Lt. Col. Glenn's orbital flight Feb. 20.

The parade, in honor of Glenn and his six fellow astronauts, will start at Bowling Green in lower Manhattan. It will proceed up Broadway, which will be renamed Astronaut Avenue for the day, to the City Hall steps, where Mayor Wagner will greet Glenn and his associates and members of his family.

From City Hall, the parade will move up Park Row, Center Street, Lafayette Street and Fourth Avenue to Union Square. It will then follow Broadway to Fifth Avenue, up Fifth Avenue to 50th Street and east on 50th to the Waldorf Astoria, where the astronauts will be honored at a luncheon.

NBC News will coordinate the pool TV coverage of the event. Donald Meaney, Manager of Special Programs, NBC News, will be pool producer and Jack Dillon will be director. Other networks and New York

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stations will contribute a mobile unit that will accompany the parade and remote cameras along the route and at City Hall and at the Waldorf-Astoria.

There will be a break in NBC Radio's coverage while the guests are eating lunch at the Waldorf-Astoria, and the radio programming will be resumed to cover the speeches after the luncheon. The radio coverage will end when Glenn leaves the hotel.

The NBC Radio programming will feature NBC News correspondent Robert McCormick as anchorman, with reports from remote locations by Leon Pearson, Steve Flanders, Edward Gough, Tom Pettit and Ben Grauer. Russ Tornabene will be producer.

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NBC-New York, 2/27/62

NBC TELEVISION NETWORK NEWS

February 27, 1962

THE NATION HAS WATCHED MR. WIZARD 11 YEARS

Earlier this season, Don Herbert, producer and star of NBC-TV's "Watch Mr. Wizard" received one of the most thrilling letters in his TV career.

It was from the parents of a Chicago youth and said, as a result of "Mr. Wizard's" influence, their son became interested in science many years ago as a child. And now, they added, the young man was graduated from the University of Michigan with degrees in electronic engineering and mathematics.

As "Watch Mr. Wizard" prepares to enter its 12th year on NBC-TV (the program started March 3, 1951), Don can look back with satisfaction at the knowledge that probably many other youngsters first became interested in science as a result of watching Mr. Wizard.

Though Don admits to doing "a kind of educational television," he is quick to point out a difference between his series and what is generally labeled "true educational TV."

"The primary purpose of educational television is to teach and the primary purpose of 'Watch Mr. Wizard' is to entertain, to stimulate and to intrigue," explains Don.

And intrigue he does, and has been doing over the years. He fascinates youngsters by using ordinary materials found in the average home to illustrate even the most complex scientific laws. He also tries to make his experiments dramatic.

To Don, a plumber's plunger is a perfect example of a suction cup; ping pong balls have represented electrons and hundreds of them,
(more)

along with mousetraps, once provided an unforgettable example of a chain reaction. Knitting needles and rubber balls have made perfect molecular models; a large dried fish was used to show the water content of the body and pie tins have demonstrated an automobile clutch.

Don has performed more than 5,000 experiments during his TV career and they have all been done live. Though there have been no major mishaps ("I haven't blown up the network yet"), Don has suffered some minor embarrassments.

One of these was the case of the reluctant frankfurter. Don had planned to show how objects could be frozen solid and he put some hot dogs in a solution of acetone and dry ice. But at a sudden speed-up signal from the director, Don removed the frank prematurely and when he hit it with a hammer, instead of shattering, it just sagged a little.

As a tribute to Don's efforts at making the program educational as well as interesting, "Mr. Wizard" has won 17 national honors, including two Thomas Alva Edison Foundation Awards (the most recent was won on Feb. 2), four Ohio State Awards and the Peabody Award.

In addition to Don Herbert, as Mr. Wizard, the program features two 13-year-old youngsters. They are Irene Strom and Philip Fox, bright youngsters without any special scientific background. In addition to assisting Don, their questions during the experiments often reflect those that viewers at home might have.

An NBC Public Affairs presentation, "Watch Mr. Wizard" is broadcast on Saturdays from 12 noon to 12:30 p.m. EST. Dr. Morris H. Shamos, Physics Department Chairman at New York University's Washington Square College, serves as adviser to Don Herbert and his staff.

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NBC-New York, 2/27/62

NBC NEWS' ROY NEAL UNDERTAKING SPEAKING TOUR OF EIGHT CITIES;

TOPIC: "SPACE RACE--WHO'S AHEAD AND WHAT CAN WE DO ABOUT IT?"

NBC News correspondent Roy Neal is undertaking a speaking tour of eight major U. S. cities beginning Friday, March 2 in Denver.

Neal, who has earned wide attention as a missile and space reporter, will discuss (in each city) "Space Race -- Who's Ahead and What Can We Do About It?"

In Denver, he will address the Chamber of Commerce. Subsequent dates and organizations Neal will address follow:

March 6 -- Kiwanis Club, Atlanta; March 7 -- Rotary Club, Seattle; March 13 -- Civic Affairs Club, Houston; March 30 -- Executives Club, Chicago; April 11 -- Chamber of Commerce, Kansas City; April 17 -- Radio-TV Club, Pittsburgh, and April 27 -- Adcraft Club, Detroit.

Neal was NBC News' anchorman at Cape Canaveral for the orbit of astronaut John H. Glenn Jr. He has been covering space developments at the Cape for NBC News for four years. Last Fall, the Air Force Association rewarded his work by presenting him with a Citation of Honor Award at the group's aerospace panorama in Philadelphia.

Neal is permanently based in Los Angeles but travels about the country covering various space stories. He is a personal friend of the seven astronauts and knows intimately the directors of the Project Mercury program.

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NBC-New York, 2/27/62

NBC TRADE NEWS²X-H

February 28, 1962

EASTMAN KODAK BUYS SPONSORSHIP IN EIGHT NBC-TV NIGHTTIME PROGRAMS
INCLUDING "CHET HUNTLEY REPORTING" AND "DAVID BRINKLEY'S JOURNAL"

Eastman Kodak Company has purchased sponsorship in eight NBC-TV nighttime programs -- including "Chet Huntley Reporting" and "David Brinkley's Journal" -- it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Eastman Kodak participations will commence in May.

NBC-TV programs in which Eastman Kodak purchased sponsorship, in addition to the Huntley and Brinkley programs, are: "Saturday Night at the Movies," "International Showtime," "National Velvet," "Cain's Hundred," "Thriller," and "Tales of Wells Fargo."

The Eastman Kodak order was placed through J. Walter Thompson Company.

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February 28, 1962

HAZEL BISHOP INC. RENEWS--AND INCREASES--ITS PARTICIPATIONS
IN NBC-TV'S "SATURDAY NIGHT AT THE MOVIES"

Hazel Bishop Inc. has renewed -- and increased -- its participations in NBC-TV's "Saturday Night at the Movies," effective April 26, it was announced today by Don Durgin, Vice President, NBC Television Network.

"Saturday Night at the Movies" (Saturdays, 9 p.m. EST to conclusion) presents -- for the first time on network television -- full-length, uncut, post-1950 major motion pictures.

The Hazel Bishop order was placed through Daniel & Charles Inc.

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NBC TELEVISION NETWORK NEWS

February 28, 1962

SACHA DISTEL, OUTSTANDING MUSICAL TALENT IN FRANCE, SIGNS EXCLUSIVE CONTRACT WITH NBC FOR TV GUEST APPEARANCES

Sacha Distel, one of the leading musical talents in France, has signed an exclusive contract with the National Broadcasting Company for television guest appearances, it was announced today by David Tebet, Vice President, Talent Relations.

Distel, considered the best French jazz guitarist and an outstanding vocalist in the modern idiom, is familiar to American record collectors for his guitar and vocal artistry. A beginner in 1947, he applied himself so diligently that in three years he was the favorite of the jazz spots in Paris. By 1953, after the death of his countryman, Django Reinhardt, Distel was named the best jazz guitarist in France by the magazine *Le Jazz Hot*, an honor he has won ever since. Distel was only 20 at the time.

The handsome young guitarist became a professional musician in 1950 and turned vocalist in 1957. His first hit song, a nonsense ditty which swept France, was "Scoubidou." His style is strongly influenced by American jazz, both rhythmically and in improvisation.

Distel has been seen on television once in the United States, on "The Ed Sullivan Show." Since then he has toured France and made many appearances on French television and in Parisian nightclubs.

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February 28, 1962

NBC-TV AND RADIO NETWORKS SCHEDULE LIVE COVERAGE
OF HOME TOWN'S RECEPTION FOR ASTRONAUT GLENN

Extensive NBC News coverage of the home town reception for Marine Lt. Col. John H. Glenn Jr. in New Concord, Ohio, will be carried Saturday, March 3 on the NBC-TV and NBC Radio Networks (including WNBC and WNBC-TV).

The live TV coverage will begin at 1:30 p.m. EST, showing the parade in Glenn's honor down the main street of New Concord, and will continue until the end of the festivities in the gymnasium of Muskingum College, expected between 3:30 and 4 p.m. EST. The ceremonies at the college will include speeches by Governor Michael V. DiSalle of Ohio and by Glenn.

NBC News correspondent Frank McGee in New York will be anchor-man of the coverage, and correspondent Roy Neal will report from New Concord. Chet Hagan is producer.

Special news coverage on NBC Radio will begin at 1 p.m. EST with recorded highlights of a noon luncheon for the astronaut in the Muskingum College gymnasium. Live coverage will include the parade and the later activities at the college. The latter portion of the broadcast will be carried as part of "Monitor."

NBC News correspondent Bill Ryan will be anchorman in New Concord, assisted by Tom Clark of Station WHIZ, Zanesville, Ohio. Correspondents Jay Barbree and Robert McCormick will coordinate the

(more)

2 - Glenn Reception

coverage from New York. Russell C. Tornabene, Manager, News Operations, will produce the over-all radio coverage, and Ray Hasson will produce the remote coverage from New Concord.

Glenn's visit to the United Nations in New York Friday, March 2 will be covered in regular news programs on the NBC-TV and NBC Radio Networks. The astronaut is scheduled to meet members of the newly-formed United Nations Committee on the Peaceful Uses of Outer Space.

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NBC-New York, 2/28/62

NBC CAMERAMAN WOLFKILL, HELD BEHIND RED LINES IN LAOS,
HAS LETTER EN ROUTE TO PARENTS; NO EARLY RELEASE SEEN

The parents of NBC News cameraman Grant Wolfkill expect a letter from their son within the next week. It will be the first direct communication with him in almost a year.

Wolfkill was on assignment for NBC News when a helicopter in which he was a passenger was forced down last May 15 behind Communist lines in Laos. He has been a prisoner of the Pathet Lao forces ever since.

"We've heard that Grant is in good health," said Lyle Wolfkill of Shelton, Wash., the cameraman's father. "And a Red Cross official has told us they saw Grant and that he was in good spirits."

Wolfkill has also been seen by members of the International Control Commission. Prospects for his release, however, have not brightened.

NBC, through the U. S. State Department, has been working for his release. Laotian Prince Souvanna Phouma has assured Wolfkill's release whenever a coalition Laos government is formed. Deliberations aimed at arriving at such a government are still under way.

Wolfkill's parents who learned of the forthcoming letter through the State Department, also report that medicine and packages have reached their son. Wolfkill is 38 and was a Marine combat photographer during World War II.

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NBC-New York, 2/28/62

NBC'S GEORGE A. HEINEMANN TO ADDRESS MIDWESTERN
SCIENCE COMMUNICATIONS SEMINAR

George A. Heinemann, Manager of NBC Public Affairs, will participate in the Midwestern Science Communications Seminar for Public Information Specialists being sponsored by Northwestern University and The National Science Foundation.

Mr. Heinemann will address a dinner meeting March 22 on "A Critique on the Programming of Science Subjects on Television." The Seminar will run for three days, starting March 21, and will be held at Northwestern University, Evanston, Ill. Many eminent scientists will participate in the seminar, which is the first designed specifically to enable science public information specialists in the Midwest to explore their roles in bringing more information about basic sciences to the general public. The seminar is supported by a grant from the National Science Foundation as part of its experimental program to promote the understanding of science by laymen.

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NBC-New York, 2/28/62

NBC COLOR TELEVISION NEWS



February 28, 1962

AN AFFECTIONATE SALUTE TO MUSICAL MOVIES TO BE GIVEN
BY STAR CAST OF "ARTHUR FREED'S HOLLYWOOD MELODY,"
NBC-TV COLOR SPECIAL OF MONDAY, MARCH 19

An all-star cast spotlighting Richard Chamberlain (NBC-TV's "Dr. Kildare"), Nanette Fabray, Shirley Jones, Howard Keel, Yvette Mimieux, Juliet Prowse, David Rose and his orchestra and host Donald O'Connor will pay an affectionate salute to musical motion pictures -- past, present and future -- on "Arthur Freed's Hollywood Melody," a special color broadcast on the NBC-TV Network, Monday, March 19 (9 to 10 p.m. EST). The Chrysler Corporation is the sponsor.

The special turns back to the days of vaudeville to re-create "The O'Connor Family" in action when Donald was only a child.

Vaudeville faded with the advent of talking pictures. "The Broadway Melody," with songs by Arthur Freed and Nacio Herb Brown, was the first Oscar-winning Hollywood musical (1929). A lavish, impressionistic production number, reminiscent of the movie, showcases Howard Keel and features 20 dancers and a dozen "showgirls" (six "live" performers and six mannequins).

Depicted next is the frenzied activity of Hollywood studios, where dozens of musicals were in the making. Nanette Fabray sings "If I Had a Talking Picture of You," joined by 10 girl dancers, against a background of the typical plush settings of early musicals.

(more)

Howard Keel sings "Lovely to Look At," as six showgirls pass in review, modeling the fashion styles of the 1930's. Juliet Prowse sings and dances "I've Got My Love to Keep Me Warm," accompanied by 10 male dancers. Shirley Jones sings "Love Walked In" and Donald O'Connor offers a song and dance interpretation of "42nd Street," backed up by eight girl dancers and six showgirls.

O'Connor introduces Chamberlain and they take a humorous look at three typical plots of early musicals, with Chamberlain handling the narration. The parodies feature:

- (A) Miss Fabray, Miss Prowse and O'Connor "Backstage," where the understudy replaces the temperamental prima donna and becomes an overnight sensation;
- (B) Miss Jones and Keel in "College," where the football hero falls in love with the brainy girl student who helps him pass his exams, and
- (C) Miss Fabray and O'Connor in a "Mythical Kingdom," which involves remote countries and mistaken identities.

Chamberlain then makes his professional singing debut when he joins Miss Jones for a duet, "How About You."

Miss Prowse next presents a dance interpretation of three popular dance styles of early musicals -- a ballet version of "Stella By Starlight," "Carioca," and "Get Happy."

Miss Fabray, portraying a "Teenage Movie Maniac," shows what happens when a fan identifies herself with her favorite stars as she watches Eleanor Powell in the drum dance from "Rosalie," Jeanette MacDonald and Nelson Eddy singing "Ah, Sweet Mystery of Life" from "Naughty Marietta," and Judy Garland in the finale of "Ziegfeld Girl."

(more)

3 - "Arthur Freed's Hollywood Melody"

The cast then joins in a medley of songs made famous by Arthur Freed and his partner, Nacio Herb Brown. The medley includes "You Were Meant for Me" (Keel), "Pagan Love Song" (Jones), "Should I?" (Fabray), "Alone" (Jones), "You Are My Lucky Star" (O'Connor), "All I Do is Dream of You" (Prowse, Keel), "Temptation" (Keel), and "Singin' in the Rain" (principals).

Yvette Mimieux, star of MGM's movie, "Light in the Piazza," introduces scenes from some of the musicals Freed has produced: "Meet Me in St. Louis" with Judy Garland, "On the Town" with Frank Sinatra and Gene Kelly, "Ziegfeld Follies" with Fred Astaire and Kelly, "American in Paris" with Leslie Caron and Kelly, and "Gigi" with Miss Caron.

Miss Mimieux introduces Freed, who comments on present and future musicals. Then the cast and dancers pay tribute to some of the top musicals of the day, with the chorus singing an original number by George Wyle and David Rose, "On with the Show." This is followed by a medley including "The Most Beautiful Girl in the World" from Billy Rose's "Jumbo" (Chamberlain to Mimieux), "It's a Grand Night for Singing" from "State Fair" (Fabray), "Love Makes the World Go Round" from "Carnival" (Jones), "Tonight" from "West Side Story" (Keel), "Happy Face" from "Bye Bye Birdie" (Prowse), and "76 Trombones" from "Music Man" (O'Connor), with the chorus singing the reprise of "On with the Show."

(This program pre-empts "87th Precinct" this date only.)

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NBC-New York, 2/28/62

CAST AND CREDITS FOR "ARTHUR FREED'S HOLLYWOOD MELODY"

Time: NBC-TV special color broadcast, Monday, March 19
(9-10 p.m. EST).

Starring (in alphabetical order): Richard Chamberlain (NBC-TV's "Dr. Kildare"),
Nanette Fabray, Shirley Jones, Howard Keel,
Yvette Mimieux, Juliet Prowse and David Rose
and his orchestra

Host: Donald O'Connor

Executive Producer: Arthur Freed

Produced and directed
by Alan Handley

Written by Stanley Roberts

Additional Material by Sheldon Keller

Musical numbers staged
by Tony Charmoli

Associate Producer: Lillie Messenger

Announcer: Art Gilmore

Choral Director: George Wyle

Music Coordinator: Hal Hidey

Unit Manager: Jerry McPhie

Art Director: E. Jay Krause

Costumes designed by Ray Aghayan

Makeup: Claude Thompson

Associate Director: Bob Gilmore

Assistant to Producer: Mildred Place

Technical Director: Joe Strauss

Lighting: Lon Stucky, Bud Wilkins

Audio: Art Brearley

Senior Video: Ray Olsen

Produced by NBC-TV Network, in co-operation with MGM

Sponsor: The Chrysler Corporation

Agency: Leo Burnett Company, Inc.

NBC Press Rolf Gompertz (Burbank); Charlie Gregg (New York)

Representatives: -----O----- NBC-New York, 2/28/62

NBC COLOR TELEVISION NEWS



February 28, 1962

CORRECTIONS ON NBC-TV NETWORK COLOR BROADCAST SCHEDULE FOR MARCH

Tuesday and Wednesday, March 6 and 7

6:30 - 7 A.M. Kill: "Continental Classroom" - American Government. Program will be broadcast in black and white only on these two days.

Tuesday, March 20

6:30 - 7 A.M. Reinstate: "Continental Classroom" - American Government. Contrary to Color Broadcast Schedule correction issued Feb. 26, "Continental Classroom" - American Government will be broadcast in color today.

February 28, 1962

THERE'S NO ARGUMENT ABOUT IT!

Experience of "Championship Debaters" Can Groom Them
For Leading Roles in Public Life, Survey Indicates

Viewers of NBC-TV's "Championship Debate" series are getting acquainted with outstanding young men and women, some of whom may be tomorrow's leaders.

"Championship Debate," broadcast live on Saturdays (12:30 p.m. EST), features top debaters from colleges across the country in oral battles on a wide range of topics.

According to a special survey conducted by Freedom & Union magazine, many prominent leaders in politics and other fields were student debaters in high school or college.

Out of 160 senators, congressmen, governors, jurists and other leaders who were asked if they had debating experience in school, 100 replied they did. And of the remaining 60, nearly half -- 26 to be exact -- now regretted that they did not go out for the debate team.

Out of the 100 who were former student debaters, not one felt that the time spent debating was wasted. In fact, 90 per cent said that it helped them either "greatly" or "invaluably."

Limiting the findings to the 83 governors, senators and congressmen who answered the survey, 90 per cent said they highly value their debating experience.

(more)

Sixty-eight said such experience helped in "organizing speech." Training in delivery of speech came second with 56 votes. Other ways in which debate activity proved valuable were in learning how to answer questions extemporaneously, recognizing there is more than one side to a question, discovering the value of "basing myself on research," gaining self-assurance or overcoming timidity in public, and in learning to make sure of facts and quotations.

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NBC-New York, 2/28/62

